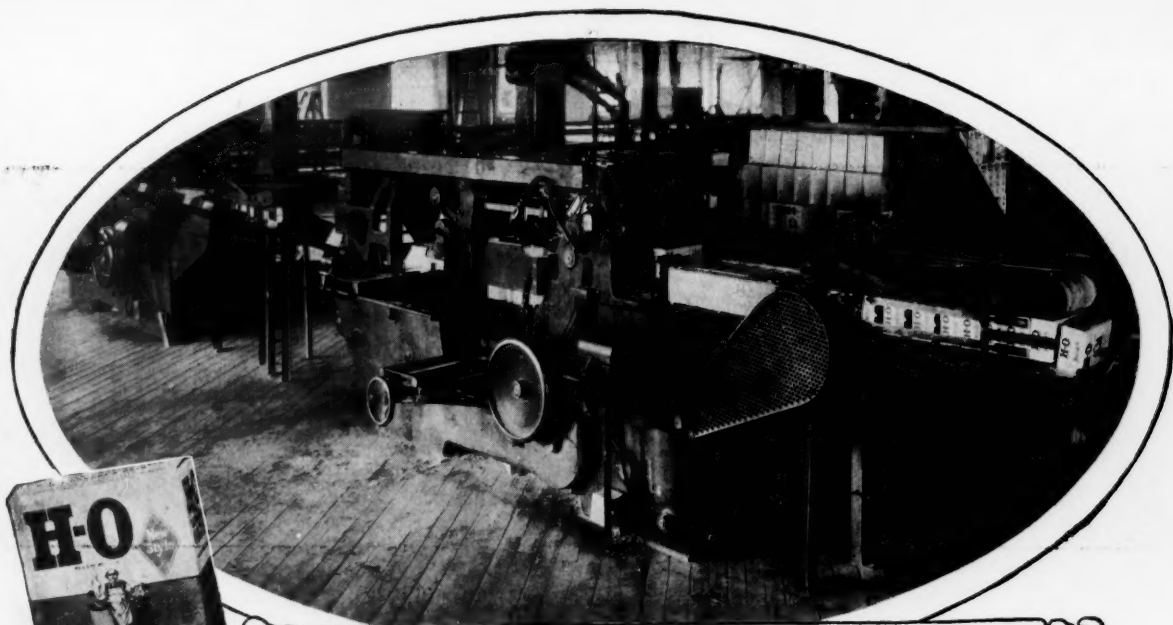


MODERN PACKAGING





Installation at plant of the Hecker—H-O Company, Buffalo, N. Y.
One of 10 machines wrapping flour and cereal



Packaging Hecker H-O Products

With a speed of 60 to 70 packages per minute 10 S & S Package Wrapping Machines handle the output at the plant of the Hecker H-O Co., Buffalo, N. Y. This is not only a tribute to the efficacy of the "Tight-Wrapped" package in itself but an indication of the qualities built into a machine to handle packages at such a tremendous speed.

Tight-wrapped packages have enabled many companies to obtain a better quality of products. The distinctive wrappers give greater advertising value and visual appeal. Some recent sales indicate that the added selling force which tight wrapping gives the package is the chief reason for tight wrapping.

What we did for Hecker H-O and many others we can do for you. Our equipment handles almost any product and there are machines for measuring by volume or weight; for free running products and those more difficult.

Confer with us. Discussion involves no responsibility on your part.

STOKES & SMITH COMPANY

PACKAGING MACHINERY

FRANKFORD, PHILADELPHIA, U. S. A.
LONDON OFFICE — 23 GOSWELL RD.

GAIR Packagery



You study your sales chart and follow the market, but do you watch your merchandise Package as closely? Does the quality of your Package get it in the light of public favor? You know that your goods are all right, that the price is consistent — but do you know what may be holding them back? Is your Folding Carton all that it should be in form, color and design? The possibility that the Folding Carton or the Display Container may fail to get attention, confidence and a competitive position is the problem that must be solved.

Why not consult the Creative and Design Department of the Robert Gair Company in a matter so critical as the revision of your Folding Carton or Display Container design? It calls for delicate skill to modernize a veteran design without harming its identity, but in this, as in the important undertaking of launching a new series, the Robert Gair Company's experts are backed by the prestige of sixty-four years of successful service.

The Robert Gair Company manufactures from the ground up. Its Box Board machines produce over twelve hundred tons daily. Its Engraving, Printing and Lithographing Plant is one of the largest and best equipped in the world. Its chemists improve its processes and test its products to ensure your receiving the best that the art affords.

ROBERT GAIR COMPANY

GRAYBAR BLDG., 420 LEXINGTON AVE., NEW YORK CITY

BOX BOARD MILLS—1200 TONS DAILY

NEW LONDON, CONN. TONAWANDA, N. Y. PIERMONT, N. Y. HAVERHILL, MASS. CHICAGO, ILL. QUINCY, ILL.

MODERN PACKAGING

D. E. A. CHARLTON
Editor

CHARLES A. BRESKIN
Business Manager

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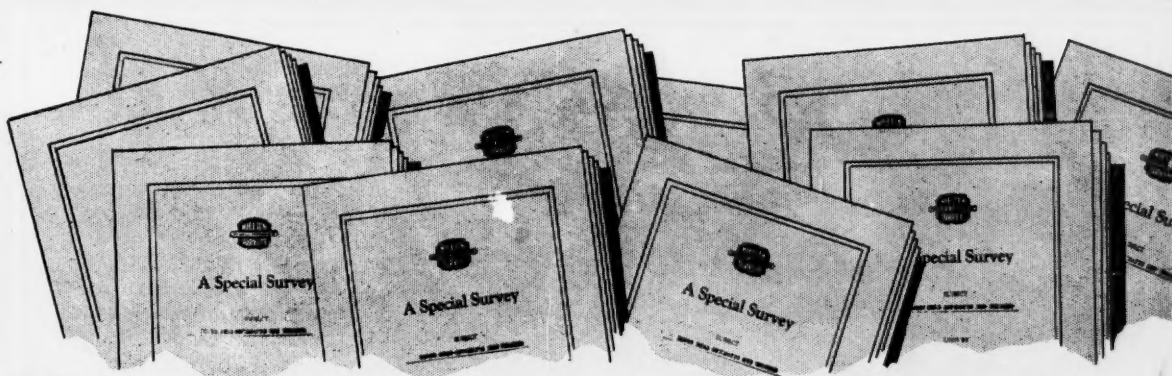
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That Industry May Profit from Facts

YOUR investment in packaging machinery is vitally affected by operating facts — what the machines will do under actual plant conditions.

Will they stand up under hard service?

Are they adaptable?

Is their operating cost low?

Will they save money for you?

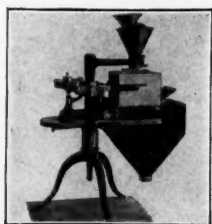
National Packaging machinery is sold on known performance facts. In order that industry should have such facts from an unbiased source, we asked the A. C. Nielsen Company to make a number of

independent investigations of packaging machinery installations in a group of varied industries.

The results in every case were the same. National units were shown to do more work, better, with greater dependability and in each case showed a saving to the customer.

These certified reports are available to you upon request. There's one which will probably treat on the same product as you have in mind. Send for it at once, with brief details of your own requirements.

**Gravity Weigher
(Net)**



For Cans

**Packer-Weigher
(Gross)**



For Bags

**Bottom and Top
Sealer**

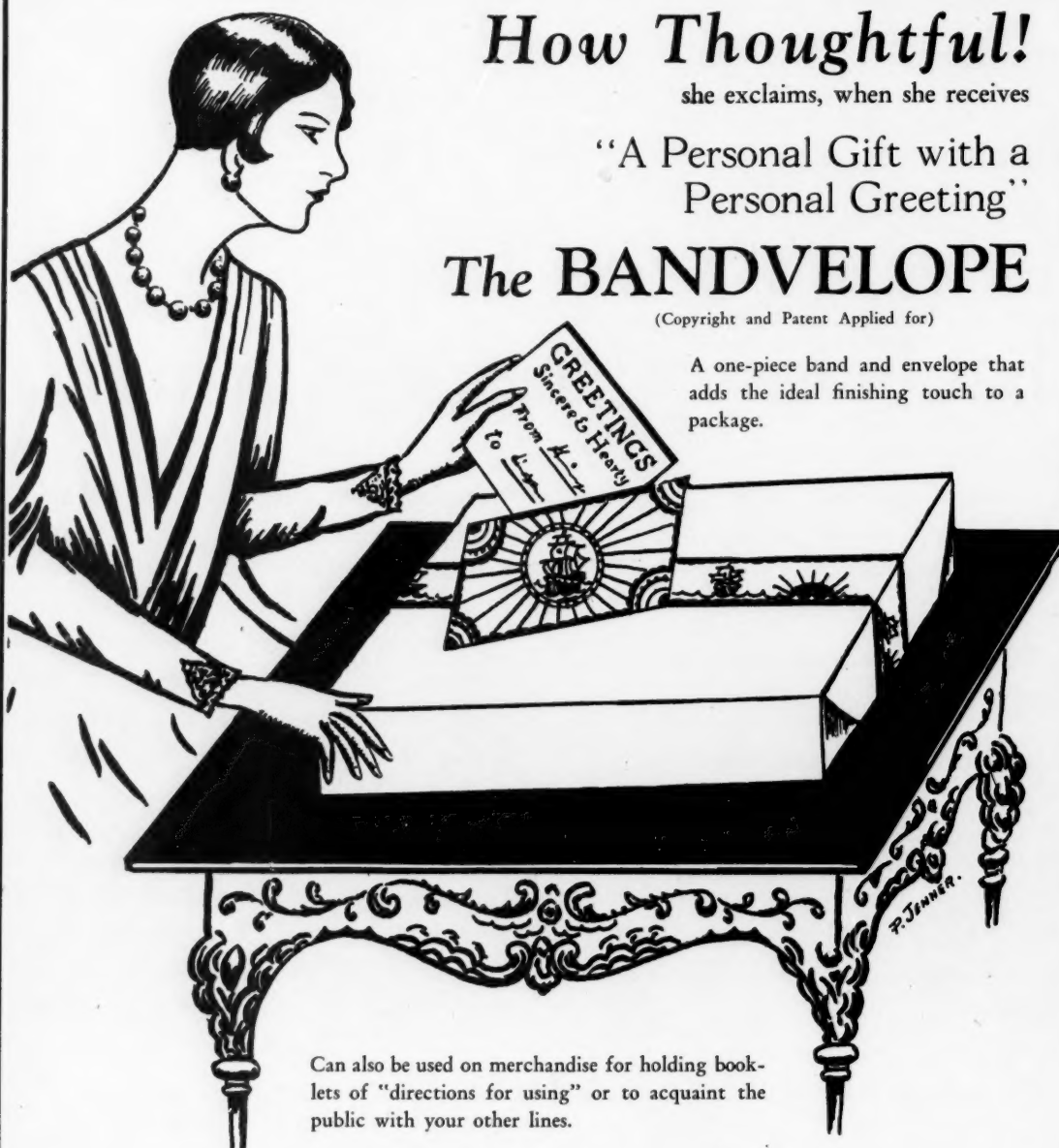


For Cartons

NATIONAL PACKAGING MACHINERY CO.

Manufacturers

181 GREEN STREET, JAMAICA PLAIN, BOSTON, MASS.



How Thoughtful!
she exclaims, when she receives
"A Personal Gift with a
Personal Greeting"

The BANDVELOPE
(Copyright and Patent Applied for)

A one-piece band and envelope that
adds the ideal finishing touch to a
package.

Can also be used on merchandise for holding book-
lets of "directions for using" or to acquaint the
public with your other lines.

LIEBSWRAPS

have been recognized for fifteen years as the standard for merchandising package goods. They are printed in colors, also gold bronze and embossed, for all articles whose sales value is enhanced by the use of attractive wrapping or box covering.

We originate and have designs for every purpose that will be gladly sent on request.

L. A. Liebs Company, Inc.

Manufacturers of

BOX WRAPPERS

BOX TOPS

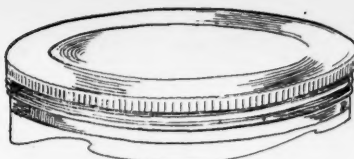
BANDVELOPES

312 - 316 E. 23rd Street, New York, N. Y.



**METAL
TOPS**

SNYDER TOP: Hermetically seals contents. Opened by running knife point around rim of can.



SCREW TOP: Specially adapted to packaging of hard candies, etc.



**METAL
TOPS**

FRICTION TOP: Circular lid pressed into close-fitting rim. Pry under projecting lip to open.

WHEN IT'S A QUESTION OF FRESHNESS



Nukraft containers are only one of many varieties of Saniseals.

Saniseals solve the problem!

There's no doubt about it! Products that lose their freshness lose their value. Cheese, coffee, marshmallow, peanut butter and scores of other food products lose their taste when the keen edge of freshness goes. *Packages today must be moisture-tight, attractive, uniform, strong, sanitary, inexpensive.*

Saniseals embody all of these qualities and our patents, facilities and organization enable us to produce them in practically

unlimited quantities — *at a great saving!*

Saniseals are made under ideal sanitary conditions from fresh, clean, new spruce fibre — incomparably better for food products than ordinary board made from waste. Saniseals have a patented molded (not cramped) closure, and tin or fibre tops of greatly varied types, to meet all requirements.

Let us send you samples and full information about Saniseals for your products.

SMITH-LEWIS FIBRE CAN CORPORATION
LOWVILLE, NEW YORK

SANI SEAL

Sanitary fibre containers for



liquid, moist or dry products

COUNSEL IN ADVERTISING



OMETIMES it pays to go to a bank and borrow money. Sometimes borrowing money is the wisest and most profitable thing in the world, but bankers never employed the slogan "It pays to borrow."

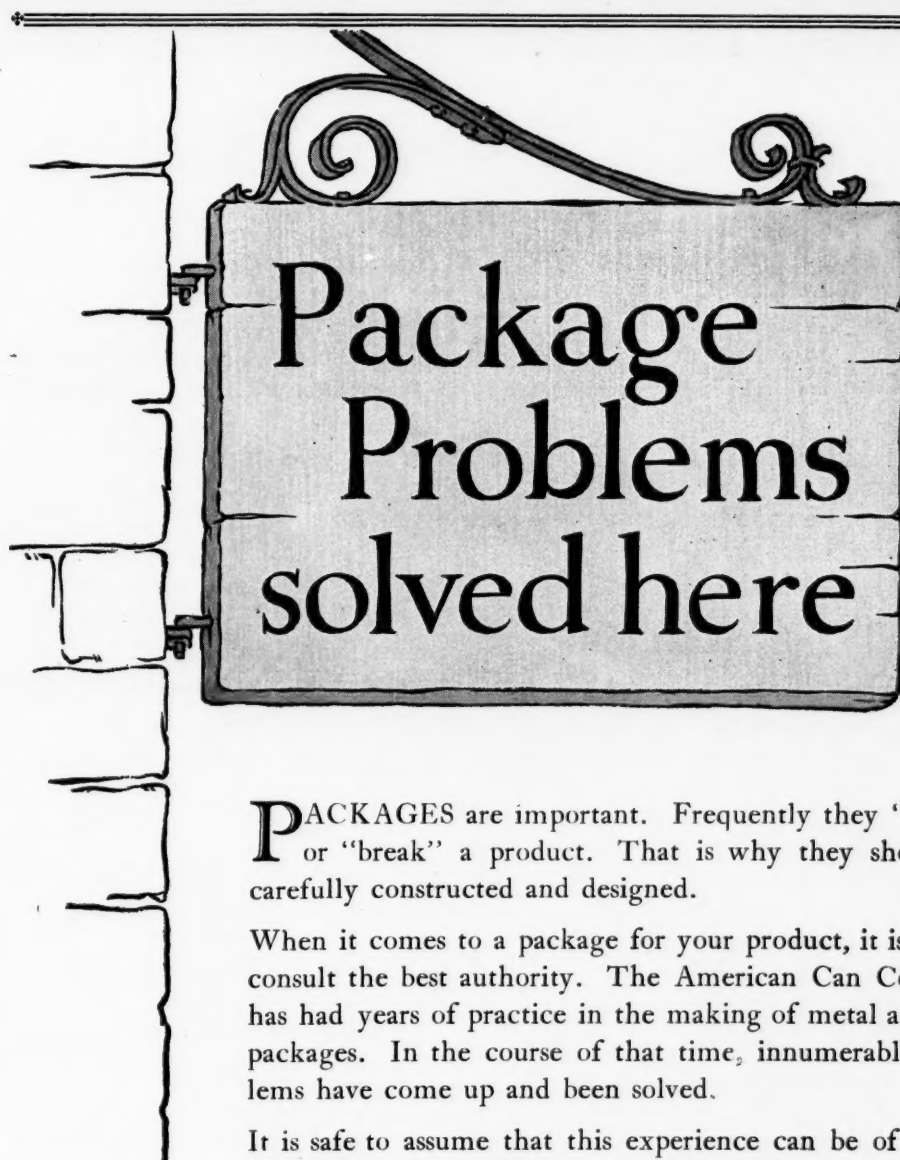
Rather, they counsel carefully with a man before they advise him to borrow, for his own safety, as well as their own. They do not promote borrowing as something practically sure of success. Perhaps that may be one reason why bankers have never understood the expression "It pays to advertise."

Advertising is not the sum of all economic laws. The man who uses advertising must have a different conception of it than as something that is sure to pay. He must have the same counsel that the banker gives him when he goes to him for money. It must be expert advice and it must be unselfish.

That is why MODERN PACKAGING maintains a service department. That is why we have men who thoroughly understand advertising and all its principles and the proper application of advertising for successful results.

It is our job to keep men like yourself from believing those things about advertising that are not true.

For the successful application of advertising in the packaging field confer with a MODERN PACKAGING representative. He will gladly give you the benefit of his experience.



Package Problems solved here

PACKAGES are important. Frequently they "make" or "break" a product. That is why they should be carefully constructed and designed.

When it comes to a package for your product, it is best to consult the best authority. The American Can Company has had years of practice in the making of metal and fibre packages. In the course of that time, innumerable problems have come up and been solved.

It is safe to assume that this experience can be of benefit to you. Packages designed by the Canco organization are not experimental at your expense. They bring the best possible results.

Consult a Canco salesman about your packaging problems—whenever they arise. He is your connection with all the Canco store of wisdom and ability.

American Can Company

CONTAINERS OF TIN PLATE · BLACK IRON · GALVANIZED IRON · FIBRE
METAL SIGNS AND DISPLAY FIXTURES

New York
Chicago
San Francisco



Sales Offices
in all
principal cities

THE ANSWER TO THE SHIPPING PROBLEM OF TODAY!

No two shipping problems are exactly alike. Your particular problem may include several unusual factors and differ from the average in many respects.

But, broadly speaking, isn't your particular shipping problem identical to the problem confronting every other shipper. Summed up, your problem, everybody's problem, is just this:

Safe delivery of merchandise at the lowest possible cost.

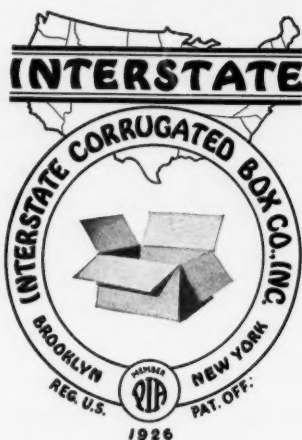
To take care of the unusual product, the product you thought could not be shipped, we have brought out **KRAFTEX** and **INVINCIBLE**. These "super-armored" boxes offer unfailing protection and security for the shipment of *your* product. Coupled with the regular line of corrugated boxes and Interstate engineering, there is now available to you a big box for your every need.



KRAFTEX BOXES

Look better
Furnish attractive background for superlative printing
Are light in weight (savings in express, freight, etc.)
Offer greater resistance to blows (more protection)

For the specific answer to your shipping problem, consult with Interstate.



INVINCIBLE CONTAINERS

Super-strength.
Double wall construction.
Carries better than $\frac{3}{8}$ in. board.
Have all the advantages of:
Lighter weight.
Savings in initial cost and freight.
Pilfer proof.

INTERSTATE CORRUGATED BOX COMPANY, Inc.

Branch
BALTIMORE, MD.

FACTORY AND GENERAL OFFICES
FRONT AND MAIN STREETS
BROOKLYN, NEW YORK

Branch
PHILADELPHIA, PA.

INTERSTATE CORRUGATED - A BUY-WORD FOR SAFETY IN SHIPPING



QUALITY

**THAT DOMINATES PAPERS
OF THEIR GENERAL CLASS
IS THE BASIC INGREDIENT
IN THE MANUFACTURE OF
ALL PAPERS SPONSORED BY**

DEJONGE

QUALITY THAT SHALL NOT BE COMPROMISED BY "PRICE"

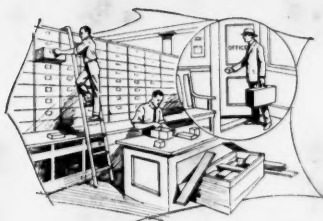
The house of Louis Dejonge & Company has become an *institution* it is no longer "merely a paper mill." Dejonge Papers are measured only by the gauge of unvarying quality, that has never and shall not ever be compromised by "price." ¶ Papers that sell for less can be found. Anything can be imitated. But better papers are not made today, and it has been proven that papers by Dejonge are always more satisfactory and economical in the end. ¶ Fancy Papers by Dejonge are available in hundreds of patterns, colors and finishes. Every one of these papers evidences the undisputed Dejonge Quality. Among them are papers that YOU can use. To investigate them will place you under no obligation—your use of them identifies you with the best papers available.

OF ALL THE MANY PHRASES APPLIED TO COATED PAPERS,
NONE IS NEARLY SO SIGNIFICANT AS—
"PAPER BY DEJONGE"

LOUIS DEJONGE & CO.

69-73 DUANE ST. NEW YORK CITY

SAMPLES AND PRICES OF DEJONGE BOX PAPERS ON REQUEST



and Service ~ the fourth step in the Pneumatic Four-Fold Packaging System

AT our plant in Norfolk Downs is a room containing a stock of more than 50,000 different spare parts. Every part bears a number, by which it is quickly identified. From this file we can make immediate shipment of any detail in any packaging machine built by us during the past two decades.

Why do we go back so far? For one reason, Pneumatic Automatic Packaging Machinery is built with two ideas behind it: (1) to operate smoothly and efficiently, and (2) to continue doing so for years to come. In the ordinary course of events no replacements are needed until after a machine has been in continuous service for a number of years. The part may be obsolete, but it is in this room, filed away under its part number; available for immediate shipment to the customer. We also furnish with every machine a catalog of machine parts in which each piece is clearly illustrated and numbered.

Such a system holds several advantages for you. It gives the quickest service of any system ever devised. It avoids lengthy correspondence and misunderstandings, for you merely look at the part number and send us a telegram. It is less expensive, both for us and for you, for certainly it is cheaper to maintain a file even as elaborate

as this one, than it would be to build replacement pieces to order, one at a time.

Constant Improvement

"Pneumatic" Machines are never obsolete. Careful planning, checked by test under actual service conditions, makes any radical change in their design a thing of rare occurrence. Our customers are thus assured that the machines bought today can be maintained at high efficiency for years and years to come. As improvements are made, all customers are afforded an opportunity to adopt the new features.

We Can Send a Man

When it is impracticable to handle an adjustment by correspondence, we are able to send a man to your plant—always within a week and usually within a few hours—to take care of the matter on the ground. The charge is reasonable,—the service unusual.

NOTICE

Commencing with our next advertisement we shall announce a number of important improvements which have been made in certain of our automatic packaging machines. These devices can be installed by your own men, and are obtainable at nominal cost.

Write now for advance information.

A Four-Fold Packaging System

Planning, Building, Installing and Servicing constitute the "Pneumatic" Four-Fold System of Automatic Packaging for any dry, free flowing material, liquid or semi-liquid: at your service for preliminary consultation, plans, and estimates without charge.

NEW YORK CITY
26 Cortlandt Street

SAN FRANCISCO
320 Market Street

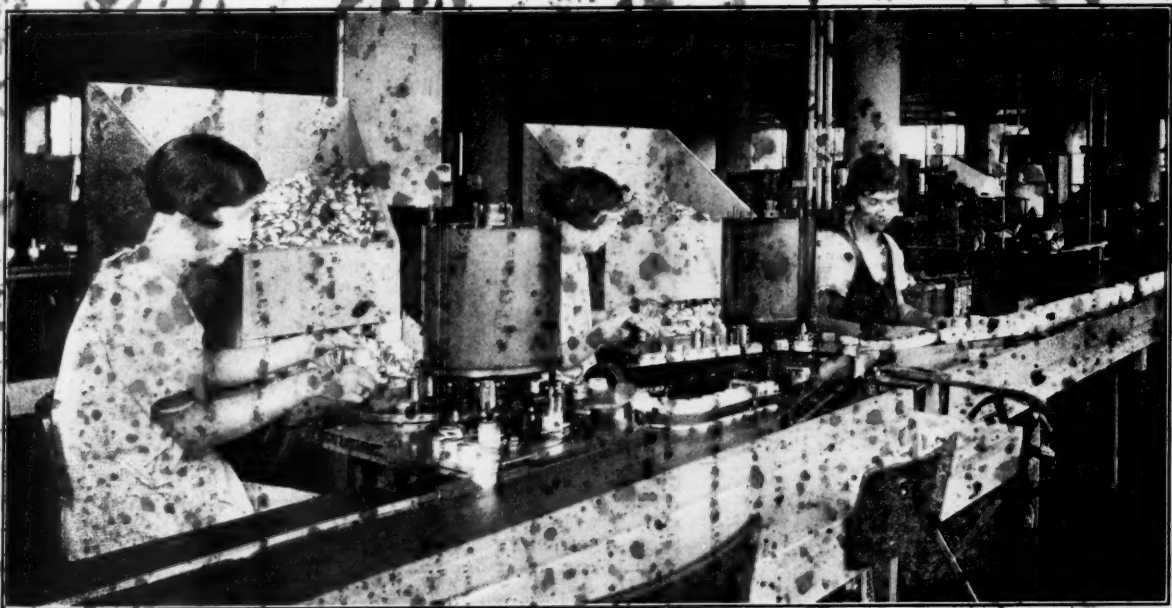


CHICAGO
360 N. Michigan Avenue

LONDON, ENGLAND
MELBOURNE, N.S.W.

PNEUMATIC SCALE CORPORATION, Ltd.

NORFOLK DOWNS, Mass., U. S. A.



Helping Packaging Mentholatum

Each CaPeM machine at the plant of the Mentholatum Co., Buffalo, N. Y., places caps on the well known jars of Mentholatum at the rate of 65 per minute. Through the use of these machines, steady production, elimination of spoilage and wastage and low cost for this particular operation are assured. The machines shown are semi-automatic in operation but it is possible also to obtain a CaPeM of the full-automatic type to fit any particular requirement.

The cap approaches the container in exactly the correct position, avoiding any danger of jamming and crossing the screw threads. Any degree of tightness of the cap may be obtained

by a slight adjustment of the cap-holder.

CaPeM produces uniformly tight, correct capping and will attach any cap requiring a turning motion to apply. It automatically handles jars, cans, bottles and containers of all sizes and shapes. It saves the labor of from 3 to 6 operators, saves inspection costs and produces a better looking package.

CaPeM machines will be found in use in the plants of nationally known manufacturers, such as The Mentholatum Co., Kraft Cheese Co., Bristol-Myers Co., and many others where economy in capping costs are necessary.

Reducing capping costs is our business and we can serve your special requirements.

CUNDALL, POWELL & MOSHER, INC.



1400 West Avenue
Buffalo, N. Y.



For Sale by Special Valuation
Paper for RAIN INSURANCE



Edgewater

Paper Company

Manufacturers of Gummed Tape
and Waterproof Wrapping Paper

Menasha, Wis.

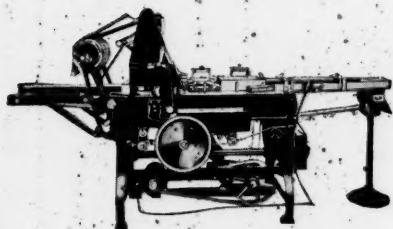
*In addition to Colors we manufacture plain
and printed brown Gummed Tape.*



Congestion is costly

There Are AMF Automatic Machines

for Feeding, Filling, Weighing, Packaging, Wrapping, Sealing, Capping, Bottling, Photo-Composing, and for all branches of Tobacco manufacture. Also Inda, the Perfected Casein Solid.



The AMF Wrapping and Heat Sealing Machine

IN the rush hours all traffic slows down. Everyone wants to get somewhere at the same time. As a consequence equipment is subject to abnormal strain.

But congestion is not limited to traffic. It occurs in your wrapping department also, when high speed production methods pile up your products to fill big orders. Then comes the time when your wrapping machines must work without a hitch, in spite of the abnormal strain.

These are the situations that have engaged the attention of AMF engineers for twenty-six years. They have met and conquered them, one by one. Today, the AMF Wrapping Machines are known as the dependable machines, masters of every situation, never balked by the size of the job ahead. Swiftly, surely, deftly they wrap, minute after minute, hour after hour, with never a let-down. Quietly and efficiently they work, accomplishing their given jobs with tireless, mechanical vigor.

Let AMF engineers show you how to reduce congestion.

AMERICAN MACHINE & FOUNDRY COMPANY
5520-5524 SECOND AVE., BROOKLYN, N. Y.

AUTOMATIC MACHINERY





USE
THE
"HEYWOOD LINE"
OF
BOX WRAPS
FOR
1928

For **25** years Heywood has been contributing to the success of various products—bringing out their salient points by designing **BOX WRAPS** Colorful, Eye-Arresting and Sales-Stimulating

Box Wraps Are Your Silent Salesmen
OUR ART DEPT. IS YOURS TO COMMAND

HEYWOOD'S 1928 CATALOG IS AVAILABLE ON REQUEST

R. R. HEYWOOD COMPANY, Inc.

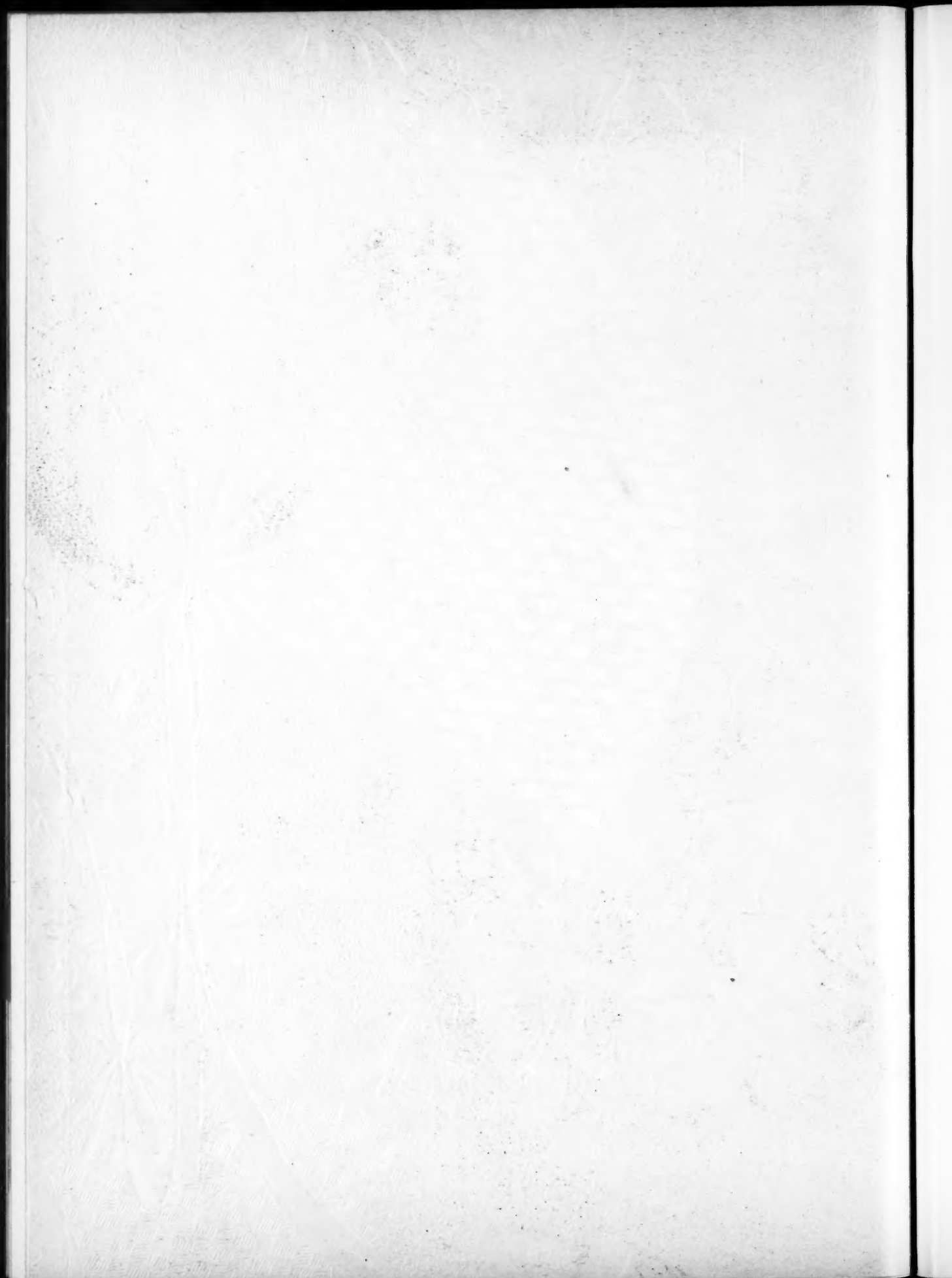
LITHOGRAPHY

OFFSET

EMBOSSING

HEYWOOD BUILDING
263 NINTH AVE.

NEW YORK CITY
NEW YORK





Labeling Maxwell House Coffee

Nothing worth while is obtained without cost. The value of any product is measured by the time spent in thought and study, materials used, and the good you will derive from its use.

Burt Labelers, Inspectors and Casing Machines have a background of years of specialized study and experience. Only the best of materials are used in their construction.

Take our installation at the Brooklyn, N. Y., plant of the Cheek-Neal Coffee Co., makers of the famous Maxwell

House Coffee. Not only do these highly efficient machines obviate the necessity of any manual labor but they apply labels neatly and tightly and at a low unit cost.

Burt Labelers are among the leaders in winning and holding customers. There is a type for every round container. Coupled with Inspectors and Casers, they cut packaging costs down to the bone.

Our engineers will be glad to consult with you on your particular problems.

Midwest Office,
564 W. Randolph St.,
Chicago

BURT
MACHINE
COMPANY
BALTIMORE MD.

Sales Agencies:
New York City,
Ogden, Utah, San
Francisco, Hayward,
and Los Angeles, Calif.,
Seattle, Wash.

LABELERS, INSPECTORS AND CASERS FOR ROUND CONTAINERS

PROOF!



An increase of 300 per cent in the sale of their doughnuts after they changed from bulk delivery to the unit package, with transparent wrapping, has been reported by the Friehofer Baking Company, a well-known concern of eastern Pennsylvania. The appetizing appearance of the doughnuts, clearly revealed in all their goodness yet absolutely protected from contamination while on display, accounted for the additional sales.

—BAKERS HELPER

INCREASE YOUR SALES **300%** WITH

Wrap your packages in Riegel's Waxed Glassine for more sales and more profits!

This moisture-proof, grease-proof airtight wrap keeps food-stuffs fresh for a longer time! Its glass-like transparency greatly improves the appearance of your package while allowing the reading matter to be readily seen!

Other firms have proved the selling helpfulness of Riegel's Waxed Glassine! You can, too!

RIEDEL'S WAXED GLASSINE



Made by

THE WARREN MANUFACTURING CO.

342 Madison Avenue, New York City

Chicago Office: 1912 Conway Bldg.

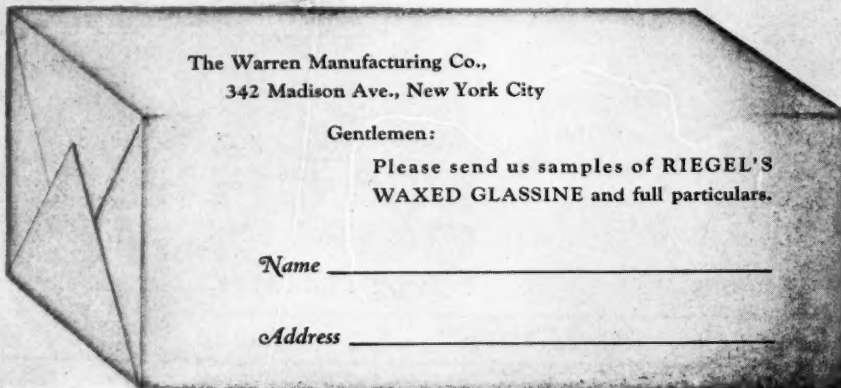
The Warren Manufacturing Co.,
342 Madison Ave., New York City

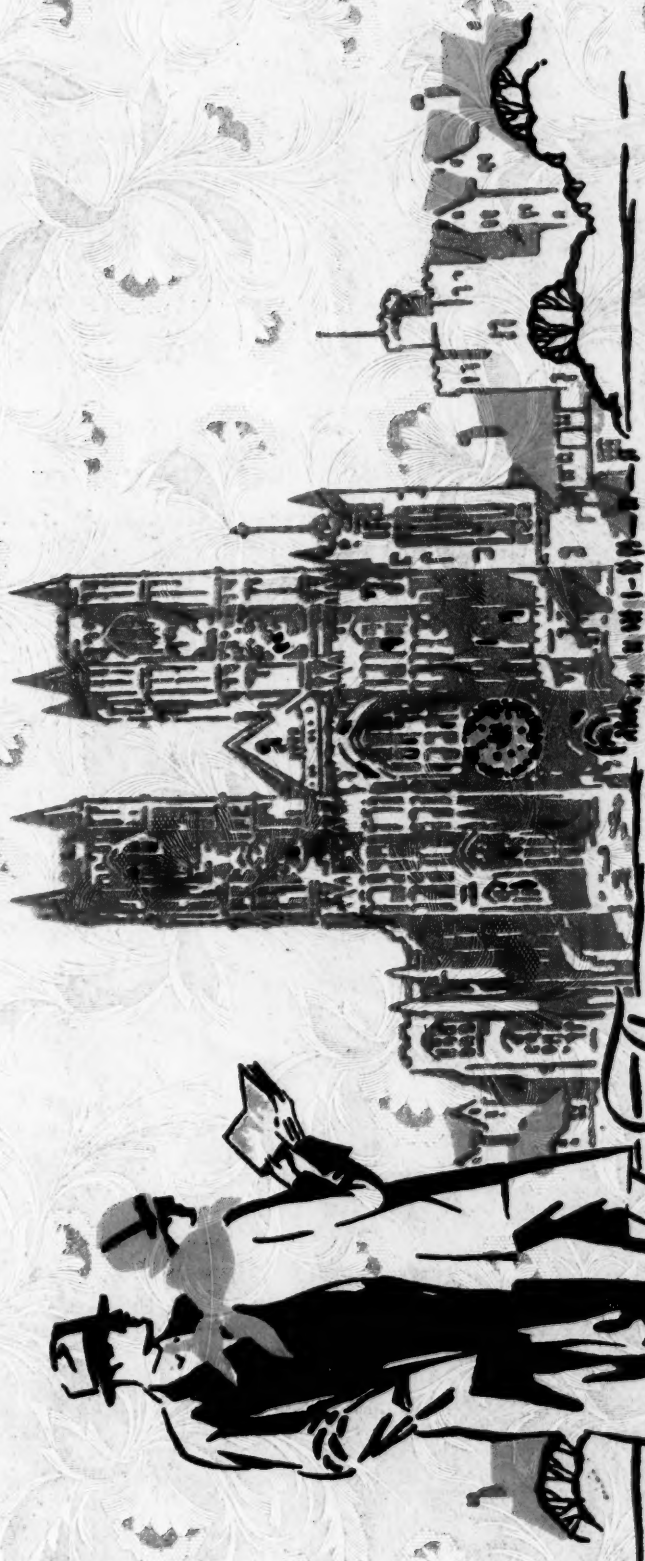
Gentlemen:

Please send us samples of RIEDEL'S
WAXED GLASSINE and full particulars.

Name _____

Address _____





The JOURNEY PACK

Hampden Fancy — *Box Coverings*

FOR THE JOURNEY Pack—
A remembrance of fond fare-
wells and friends left behind.

HAMPDEN FANCY BOX PAPERS
need but the slightest touch of
printed design. In themselves they
are beautiful, and carry that irresist-
ible sales appeal.



Fuschia Brocade

one of the latest designs
—why not try it?

Send for Samples.



Sold Exclusively By

HAMPDEN GLAZED PAPER
AND CARD COMPANY

MANUFACTURERS

HOLYOKE, MASS., U. S. A.

New York Office
JAMES A. LEYDEN
501 Fifth Avenue

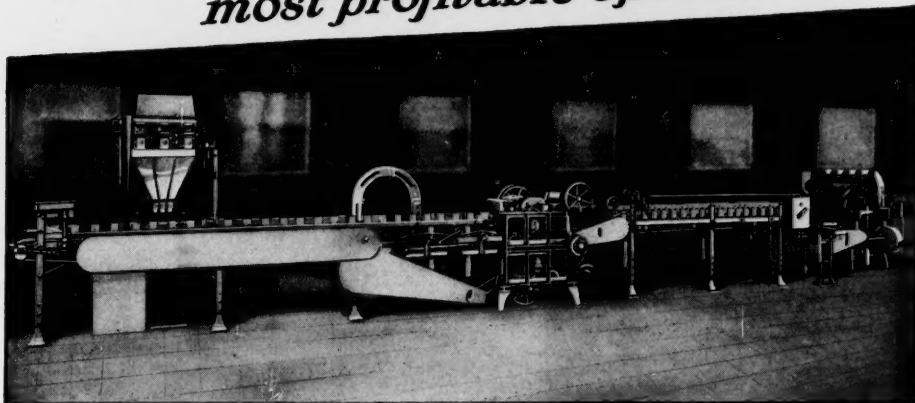
Philadelphia Office
J. A. STUCKEY
336 Bourse Building

*Chicago Office
and Warehouse*
500 South Peoria Street

San Francisco Office
CHARLES A. KAAS
200 Davis Street

Distributed By
FRED'K JOHNSON CO., LTD.
11-b Upper Thames St.
London, Eng.

*.... make packaging your
most profitable operation!*



Get Acquainted
With the
JOHNSON
Sales Engineer

He can help you on that tough problem in your packaging department. He will win your confidence—then deserve and hold it. Technically-minded, he applies years of study and training with practical results for you. Your request for his service involves no obligation. May we ask him to call upon you?

THE importance of modern, dependable and productive packaging machinery is realized in the use of JOHNSON Automatic Packaging Machinery. Profitable manufacturing operation is guaranteed by this complete line of equipment for every packaging need.

The original carton cost is cut to a minimum by the use of flat cartons. Continuous-motion type lessens wear, insuring longer service. Floor space is used economically.

JOHNSON Machines are constantly improved and perfected. Newer, better methods are planned and built. Obsolescence is carefully guarded against, and new ideas are promptly incorporated.

Your copies of free Catalog and Bulletin No. 12 will be mailed upon your request. They are full of interesting helpful data that you can profitably apply to your packaging and manufacturing operations.

JOHNSON AUTOMATIC SEALER CO., Ltd.
Battle Creek, Mich., U. S. A.

New York—30 Church St.

Chicago—208 So. La Salle St.

JOHNSON
AUTOMATIC PACKAGING MACHINERY

Manufacturers of
Complete Packaging
Units—Net Weight
Scales; Gross
Weight Scales;
Bottom and Top
Sealing and Lining
Machines (with or
without Automatic
Carton Feeders);
Wax Wrappers and
Glassine Wrappers.

AN INNOVATION
IN
*Package
Wrappers*
CRYSTALINE

"The Super Sales Wrapper"

- 1 - *Highly Transparent*
- 2 - *Lustrous Finish*
- 3 - *Flexible and Strong*
- 4 - *Moistureproof*
- 5 - *Greaseproof*
- 6 - *Chemically pure*
- 7 - *Works on bag or envelope machines*
- 8 - *Prints well in colors or metallic inks*

Crystalline, because of its transparency, its cleanliness and its attractiveness is inseparably associated in the public mind with quality merchandise that has to be protected from contamination and other deleterious influences.

The packer who uses Crystalline, not only capitalizes this favorable public opinion but by permitting the rich natural color and quality

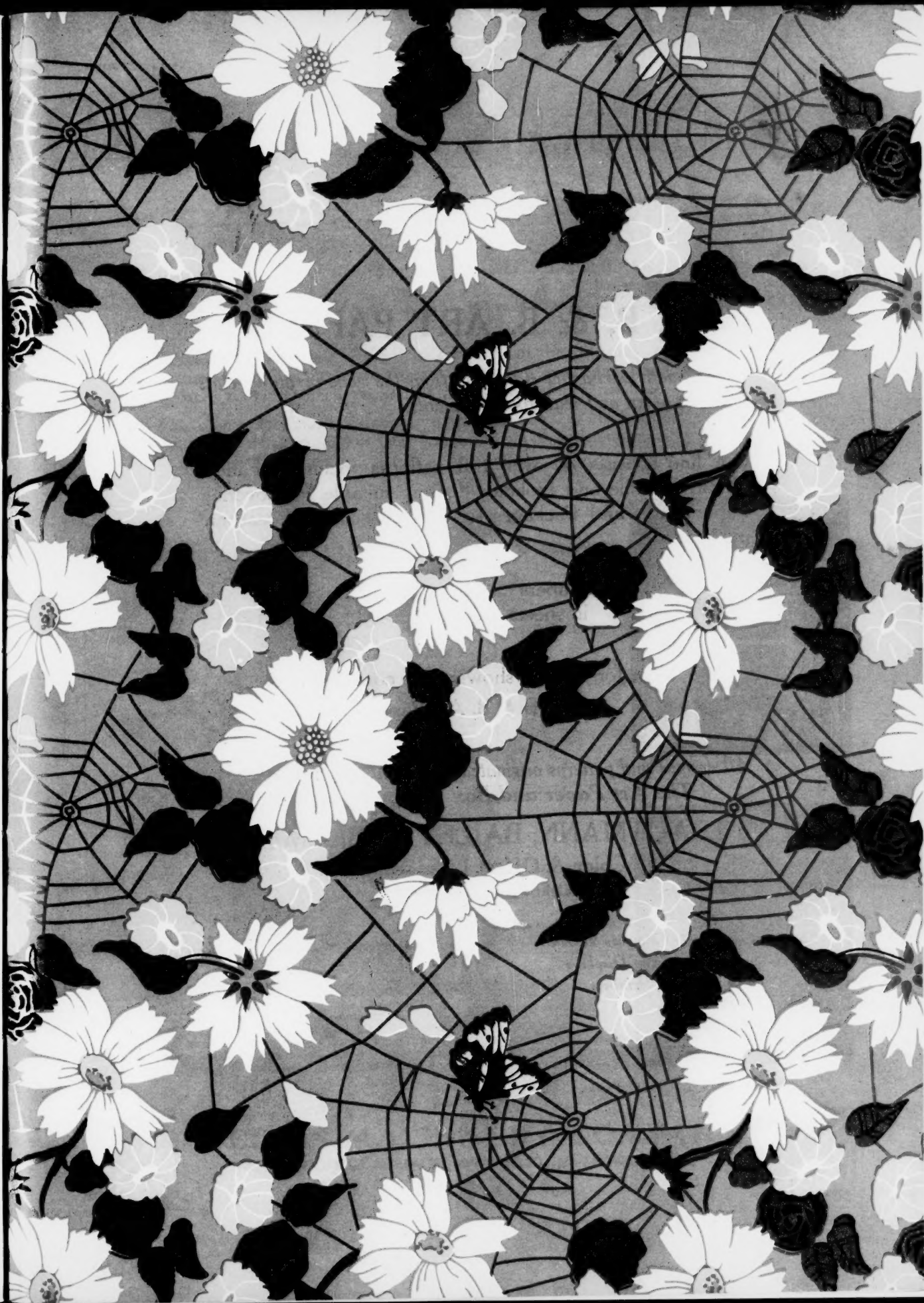
of his products to predominate on the consumer, he gives them the greatest sales assistance possible.

Food products, cosmetics, candy, toilet preparations, hosiery, linens, lingerie, etc., when wrapped in Crystalline not only offer utmost protection but create greatest visual appeal.

May we submit samples and quotations for your consideration?

CRYSTALINE COMPANY, INC.

303 LAFAYETTE STREET,
NEW YORK, N. Y.



T. B. & B. ART PAPERS

*raise modern packaging standards from the general utility class
to works of art and real sales stimulants.*

Our line consists of over 100 patterns including Fancy,
Floral Juvenile and Holiday designs suitable for covering
Paper Boxes and Packages for every special and seasonal
purpose.

Papers carried in stock
in sheets size 31 1/2 x 43

Write for Catalog showing the complete line
of T. B. & B. Art Papers

*All designs and patterns originated and exclusively reproduced by
The Art Paper and Box Wrap Department*

TRAUTMANN, BAILEY & BLAMPEY

Color & Offset Lithographers

13 Laight Street, New York, N. Y.

*Car Cards Cut-outs Booklets
Advertising Displays
Offset Printing*

*Fancy Floral & Holiday Papers
Labels Box Wraps
Dry Goods Tickets*

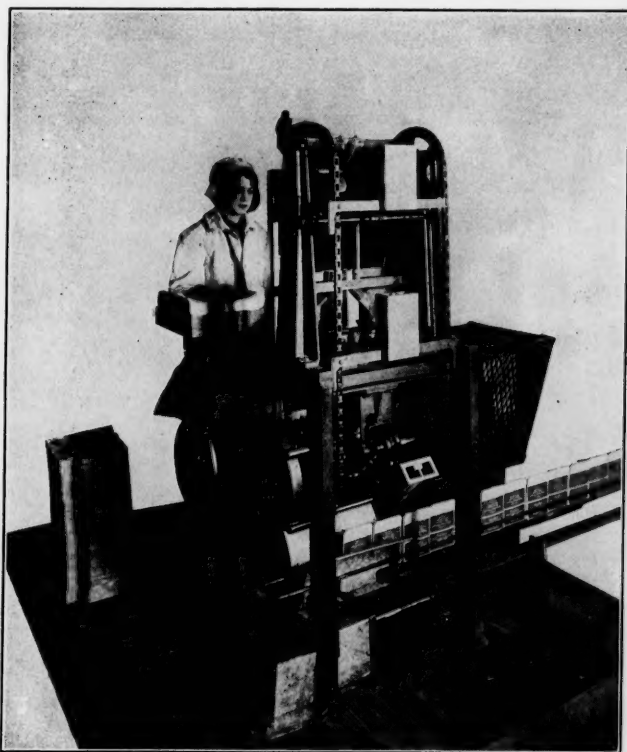
Packaging the Nation's Foremost Products

Things move. Times change. People learn. Methods of yesterday are obsolete today. Practices of last year are proved wrong this year. This is an age of science and investigation.

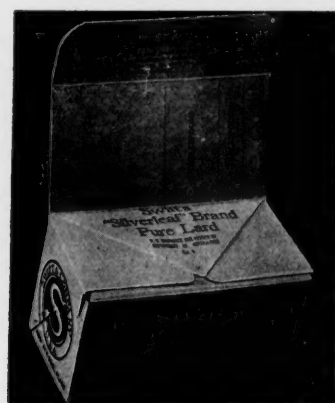
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Peters Carton Forming and Lining Machines at the plant of Swift & Company, Chicago, Ill. The machines take the blank shown, in upper right corner, and effectively forms, lines and locks the carton, and after filling the carton is closed by a Peters Folding and closing machine. The completed package is shown on the side.

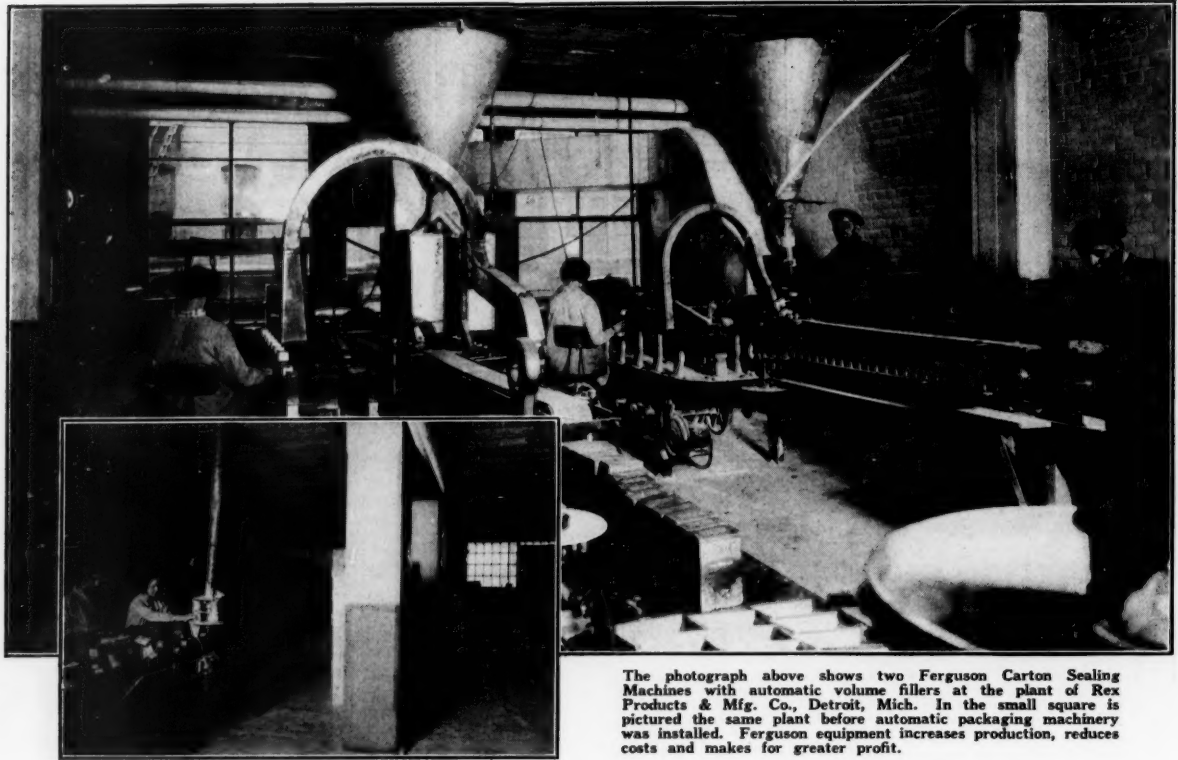


PETERS MACHINERY COMPANY

GENERAL OFFICE AND FACTORY 4700 RAVENSWOOD AVE

CHICAGO.U.S.A





The photograph above shows two Ferguson Carton Sealing Machines with automatic volume fillers at the plant of Rex Products & Mfg. Co., Detroit, Mich. In the small square is pictured the same plant before automatic packaging machinery was installed. Ferguson equipment increases production, reduces costs and makes for greater profit.

First Investment is the Lifetime Cost

In putting in machinery for packaging your products you are making an investment from which you will expect dependable service for a long period of time. The initial efficiency of the machine you may take for granted — but it is important to consider whether the unit will give long time, accurate, reliable and adequate service.

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May we send you more details.

J. L. FERGUSON CO.
 JOLIET — ILLINOIS
New York Office
F. E. HUHNS
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MODERN PACKAGING

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A Prescription Department Is Packaged

Operations at the Plant of American Druggists Syndicate Include Automatic and Manual Methods — New Label Incorporates Modern Idea with Features of Older Designs Used on Containers

By D. E. A. CHARLTON

FROM a mere idea in 1905, the American Druggists Syndicate, nationally known as the A. D. S., has grown to be one of the largest manufacturers of household remedies, pharmaceuticals and surgical dressings in the United States. Their enormous plant at Long Island City, N. Y. with its daily capacity of thousands of packages of finished products is most interesting. The care taken to insure the purity of the large output of merchandise has caused this plant to be called a "Gigantic Prescription Department."

In buying raw materials the A. D. S. seek quality first. To insure quality, samples are received of the various items to be purchased and these are tested in their analytical department. After these tests are made, the raw material is ordered and when received is again tested to make certain that it meets the specifications of the samples submitted. Another analysis is made after the finished product is completed and samples of every batch manufactured are catalogued and filed for future reference.

LIKEWISE, the method of handling raw materials at the A. D. S. plant is efficient. These are received directly at the company's railroad sidings and are carried by freight

elevators to the warehouse on the seventh floor of the building. From there they are delivered to the lower floors, in succession, to undergo the various manufacturing and packaging



New type of A. D. S. displays

processes. The finished goods are sent by chute to the reserve stock rooms, from which withdrawals are made, also by chute, to the order filling department on a lower floor.

Before proceeding with a description of specific packaging operations some mention should be made of label and package cover designs. It will be

noticed in the colored reproductions of the bottles containing Cod Liver Oil and Russian Mineral Oil which appear on the front cover of this issue, that the color scheme shows a departure from that which has been used on labels for other and older A. D. S. products. This is likewise true of the product "Delectol", shown in one of the accompanying illustrations. The labels for the three products mentioned incorporate a modern tendency toward designs and shapes that will not only blend with the products packaged, but at the same time bring out the full attractiveness of the container and its display value. It will be noted, however, that in the adoption of these newer designs that the characteristic trade mark "A. D. S." is retained, thus tying up, from the merchandising angle, the more recent with the older established products.

Some mention should also be made of window and counter displays which are now being used in the merchandising of A. D. S. products. One of these is shown in an accompanying illustration and here, as may be seen, a distinct effort has been made to provide an educational message as well as an attractive display and a showing of the package. Such a plan not only instructs the public as to the uses of the company's products but creates new

users for the merchandise and new customers for the dealer.

PREVIOUS to the filling operation the two products, Cod Liver Oil and Russian Mineral Oil, are received on the floor directly above the packaging floor. The Cod Liver Oil is imported from Norway in 30-gal. barrels, tin lined and hermetically sealed. The Mineral Oil comes from Baku, Russia in 50-gal. steel drums. The barrels are emptied and strained into separate tanks which feed direct to the reservoir of the filling machine on the floor below. The filler is multiple gravity of the semi-automatic type, filling one dozen bottles at a time. Bottles are received at the filling machine in nested cartons or re-shippers, one dozen bottles to each container. As the bottles are removed, the empty cartons are placed on an overhead belt where they are carried to the end of the packaging line to be repacked with filled bottles. After filling, the bottles are carried by belt to the capping machine where a metal cap, colored to match the label, is automatically placed on each bottle. The

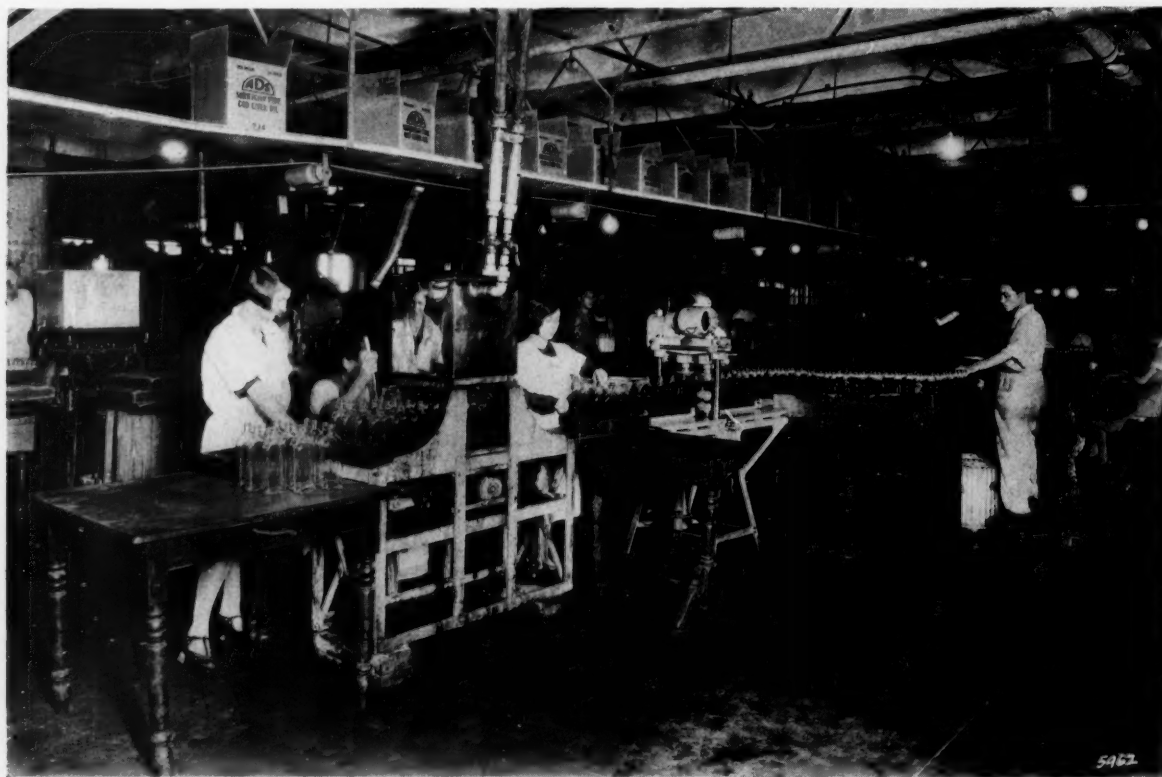


A group of packaged products of the A. D. S.

bottles then move by belt to an automatic labeler which places, in this instance, a label on one side only. They are next conveyed to a wrapping table where a transparent wrap cut to size is placed and gummed on each bottle. The completed packages are placed in the nested or partitioned cartons, which are then hand sealed and passed on to a roller conveyor pressure unit. From this point the packed cartons are sent to the reserve stock floor by chutes.

For purposes of identification and check-up, a code number is perforated on each label or circular thus enabling a control over each lot or batch of any product.

The packaging department, in addition to the five units identical to the one described and interchangeable, also includes machines for tube and jar filling, stitching machines for display cartons, and filling tables for tablets. The latter operation is a manual one.



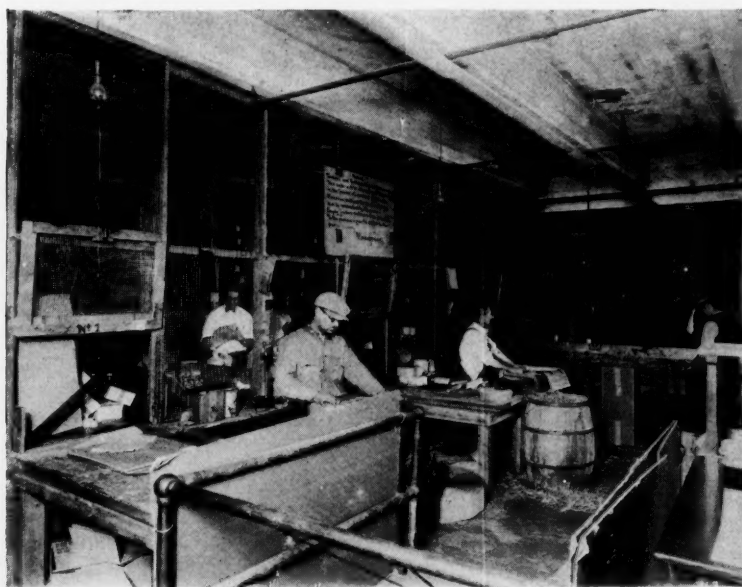
One of the five interchangeable units used in the packaging department

THE order filling department, previously mentioned, is not without interest. Here the operation is one of packing the individual items or so called "broken orders" for shipment. Order fillers and checkers obtain the required merchandise from the stock shelves and upon assembling same, the complete order is pushed through a wicket or door to the packer. The order is rechecked by him and packed. A stencil, newly cut each time, is placed on the shipment and it is then sent to the shipping department, by chute, on the floor below. This manner of checking and recheck-

ing obviates possible mistakes in the assembling or packing of orders.

EQUIPMENT AND SUPPLIES

Filling machines: "Bliss-Waring Fillers", manufactured by E. W. Bliss Co.
Capping machines: Eric B. Kramer Co.
Labeling machines: Edward Ermold Co.
Cartoning machine: E. D. Anderson.
Stitching machine: Latham Machinery Co.
Caps: American Metal Cap Co.
Bottles: Illinois Glass Co.
Labels: Parkway Printing Co.
Wrappers: DuPont Cellophane Co.; Birn & Wachenheim.
Cartons: Densen Carton Co.
Adhesives: National Gum & Mica Co.
Corrugated boxes: Hercules Corrugated Box Co.
Display posters: Powers Lithographing Co.; Einson-Freeman Co.; Parkway Printing Co.



Order filling department, Long Island City plant, A. D. S.

About Wrapped Packages

SUCH a trifling matter as how a store wraps a package, writes John Allen Murphy in *Marketing* of December 10, 1927, influences a lot of trade. The majority of the people who patronize New York's stores, live at least one hour from the city's centre. That means they have to do a lot of strenuous travelling before they reach their homes. Unless a package is well wrapped it will not stand up under the strain of this travelling.

Most stores wrap their packages poorly. For instance, R. H. Macy Co., Inc., tie their packages so loosely that it has been my almost invariable experience that the string slips off before I have carried the purchase very

far. Page & Shaw, the candy chain, cut their strings so close to the knot that they frequently come undone, to the great annoyance of the carrier.

The best wrapped packages I have ever seen used to come from the Park & Tilford grocery store, on lower Fifth Avenue. The salesmen in that store used to pride themselves on their package-wrapping efficiency. No matter how unshapely the article, they would wrap it, not only neatly, but so thoroughly that it would carry half way round the earth without coming undone.

But since Park & Tilford became a chain, the salesmen in that old store do not seem to take the interests in turning out perfect packages that they once did.

Packaging Sugar

"KOPAA," one learns from an attractive little book that is privately printed and distributed by the Pneumatic Scale Corporation, Ltd., is the native Hawaiian name for sugar. It is, in fact, the title of the story which is told of the operations of the California and Hawaiian Sugar Refining Corporation at Crockett, California, where 80 per cent of the Hawaiian sugar crop is refined into pure cane white sugar.

A very complete picture of the various processes is given to the reader in this brief volume and the book itself is well done—quite in keeping with others that have been similarly distributed by the above company as relating to other packaged products. Naturally, the packaging operation comes in for its share, and the following description of that process is given, as it relates to powdered sugar.

"An automatic, synchronized machine receives the folded printed cartons as delivered by the box maker. Two thousand are placed in a magazine at one end of the line of machines.

"Its first operation is to open the container. Four arms on a revolving shaft alternately receive a carton—fold, paste and seal the bottom and apply 2,000 lbs. pressure to make the sealing sure. Waiting, is the oiled paper section which cuts and tailors a lining to fit the oncoming container—not until this lining has been cut to size, folded and pasted does the container arrive to receive this moisture-proof safeguard.

"The lining fits snugly when a descending arm forces it into place. The container is now ready for filling and a moving belt carries it to the filling and weighing section. Here it is filled automatically at the first sugar outlet, shaken down, weighed and more sugar added at the second, rechecked for weight and carried on to receive its final sealing. The oil paper lining is glued and sealed down with the inner flaps of the box, pressed, and the top flap then sealed under pressure. The dust-proof, air-proof, moisture-proof, container of pure sugar is now ready to be boxed for shipping."

The Importance of Ink Technology in Package Making

Selection, Application and Drying Require Intelligent Care If Best and Uniform Results Are to Be Obtained — A Few "Don'ts" That Merit Consideration from the User of Merchandise Containers

By ARTHUR S. ALLEN

BEAUTIFUL DESIGN, the finest choice of color and carefully prepared board are all for naught in the making of a package unless the proper inks are used. The cost of this item is generally such a small part of the total that often little attention is paid to it. The customer, designer, and producer know little about this small part of the plan and give less attention to it than it deserves.

I was asked recently by a large concern which puts out about 100,000,000 packages a year why it was that they never could get the same colors twice alike, and if it was not possible to get a uniform color. I took one of their packages, examined it very carefully under a powerful glass, observed the relation of the color to the stock and also the relation of one ink to the other. One of the colors was brown printing over yellow, another was red, also printing over the yellow.

This job was printed on one single and one two-color press, the yellow printing first on the single color press and the brown and red on the two color following. The yellow being made to dry quickly, and the brown printing over would not take easily to the yellow, so that the brown gave a greasy and mottled effect, the yellow showing through also reduced the strength of the brown. Furthermore, as the brown lay up on top of the yellow it did not dry easily therefore there was a tendency to stick the sheets together.

After much experimenting to remedy this fault, it was found that the best results were obtained by slowing the drying of the yellow so that the brown when printed over the yellow would become part of the yellow, giving

a rich color to the finished product. The two colors, yellow and brown, dried well together, giving a good finish to the combined colors but not one which would stick as was the case when the yellow was allowed to dry hard.

I COULD cite many cases where work has been ruined, not because the inks were not well made, but because consideration was not given to the way the job was to run, or to the timing of one color with another. A valuable rule to keep in mind is that in two-color printing the first color must have more tack than the second, in order that the first color will pull

MR. ALLEN, in his article, clearly defines the advantages of the proper inks—an important link in the chain of package making. The subject is one that quite properly belongs to the technique or science of the package and forms one of several which will be discussed in MODERN PACKAGING by subsequent contributors.

off the second without mixing and thus avoiding the dulling of both colors.

Below is a formula for a very satisfactory box ink to run on a single press on a good patent coated stock at a normal speed of 1,500 per hour.

In a possible hundred parts the formula is divided as follows:

- 28 parts Color
- 38 parts Linseed oil varnish
- 15 parts Magnesia
- 13 parts Dryer
- 6 parts Petrolatum

The color may be composed of two or three materials—one to make the ink to meet a price and another to get the exact shade, both being practically the same color. The use of cheap materials of an approximate shade to get the price down a few cents per pound frequently plays havoc with a handsome package on which thousands of dollars have been spent to wrap a product that has taken years to develop.

The second item of the formula, the linseed oil, is of many different consistencies. This acts as a carrier of the color so that the ink will lay on the board smoothly and be held there.

Boiled oil, and other like materials, are used for the same purpose but oil must be understood so as not to destroy the balance or working qualities of the ink.

Magnesia is put in as a cheapener and often too much is added. This has a tendency to weaken the color and destroy its brilliancy.

The dryer is added to set the ink and bind it to the board. More dryer is needed if the board is not properly seasoned. If too much dryer is added it causes the ink to set too quickly, making the sheets stick together.

Petrolatum is put in to take the tack from the ink and make it possible to run the presses at high speed without heating the rollers. Petrolatum is also added to stop pulling of the paper surface. Kerosene and other oils are sometimes used for this.

It is impossible in a brief article to explain all the minute difficulties encountered in the printing of a paper box, but it is obvious that it is easy by altering the formulas given above to ruin a job of printing by giving the ink too much or too little tack, thus throwing it out of balance.

MOST pressmen know how to treat an ink to make it work, but unless they understand how it is made in the first place they may get into serious trouble by altering it the wrong way or with the wrong materials.

As ink that is carrying 25 per cent of magnesia is weakening the color as much as it should be, it would be disastrous to add 15 per cent more. It might not be detected when the printing was wet, but when it dries out, the color would show much additional weakness and be less brilliant.

An ink should be tacky enough to clean the form after each impression, greasy enough to run without mottling or heating the rollers and bril-

liant enough to hold its color well on a given stock.

There is always a slight variation in color owing to stock, weather, and rollers, so unless the most intelligent care is used one cannot expect perfection in ink results.

I have found it desirable to give a pressman a limit of error to work with. Provide him with, say, five steppings of color, which are made with the least amount of ink up to a full volume and then have him keep his color in the range of the three middle steppings. This method has produced satisfactory results and both customer and printer have a better understanding with less dissatisfaction because of poor work.

Packaging a Million Pounds of Deerfoot Farm Sausage

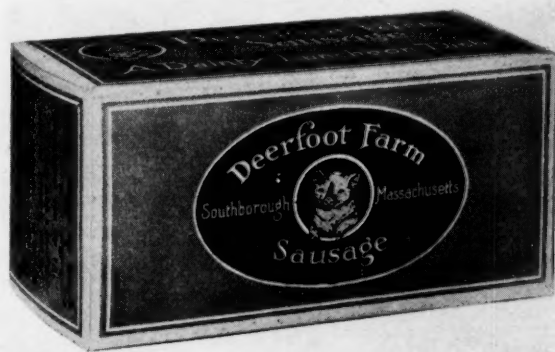
Parchment Paper Wrapper and Waxed Carton Replace Package Formerly Used—New Design Links Up with Appearance of Earlier Container

A REVISED version of the old nursery rhyme could well read, "This little pig went to market in a package," insofar as it applies to Sir Piggy de Deerfoot who comes from Deerfoot Farm, Southboro, Mass., and goes to market at the rate of over one million pounds annually.

In fact, Deerfoot Farm Sausages have always been placed in one pound packages, the first being put out about fifty years ago. The original package was a parchment paper tied with a red and white cotton twine, and this package was continued until 1924. Deerfoot was the first to wrap their sausage in protective parchment—and later, the first to pack sausage in the folding carton.

Although the original package answered the purpose very well, it was realized that this had its imperfections, and with the idea of improving, a change was made to the paper carton. The completed package now consists of the parchment liner or wrapping,

which carries the imprint of the trade mark in red, and the waxed paper carton, as shown in the accompanying illustration. The color scheme consists of a grey background, white lettering, lines and edging and red ovals and circles enclosing the trade mark.



Wax carton that contains parchment wrapped sausage. The oval shown is a red on a grey background

There was some hesitancy before making the change as the original package had been on the market so long it was felt that a difference in the appearance might be detrimental. So that in the design of the new package it was endeavored to link up its

appearance with that of the old package, thereby maintaining the good will formerly established.

The work of packaging Deerfoot Farm Sausages is practically all manual labor; the only part that is not is the moving the sausage from the packers to the shippers and this is done by means of conveyors. Corrugated shipping cases which carry a brand mark similar to that on the cartons, are used in the final packing operation.

Packing Pottery Vases

The Editor,
Sir:

We would like to receive information relative to the packing of our _____ vases. These items weigh from 1 lb. in the smaller sizes to 15 lbs. in the larger sizes. Our present method of packing them is to wrap in tissue, covering this with wrapping paper, and then pack in straw or excelsior in barrels.

The C— Company.
November 26, 1927.

If you are shipping several vases of the same size at once, say, one dozen to a package, it would seem that a most logical way to pack these would be in a corrugated box with nest, pad and liner. If you are making mixed shipments, the problem would be considerably harder. On the larger vases, it should be possible to ship one to a container, probably anchored with corrugated inner packing.

The use of corrugated boxes should be a logical solution of your problem and such a practice has been successfully followed by a number of companies who are making shipments of products similar to yours. A number of companies manufacturing corrugated boxes are willing to make the corrugated box samples and return the goods to you packed in the samples without charge, providing you would send them some of the vases. This would seem to be a logical solution of your problem.

Packaging in Jars, Tubes and Tins

How the Mentholatum Company Meets the Packaging Problems Presented in Marketing and Distributing a Healing Cream in Three Different Types of Containers and in Eight Sizes

By JOHN WINTERS FLEMING

TO COPE successfully with the complicated packaging problems presented in marketing and distributing any product in three different types of containers—glass jars, aluminum tubes and tins—and in eight sizes varying from one-sixteenth of an ounce to three ounces, a packaging department must necessarily be of the highest order and must be held on a par with every other branch of the business.

This is especially true in the packaging of a substance medicinal or re-

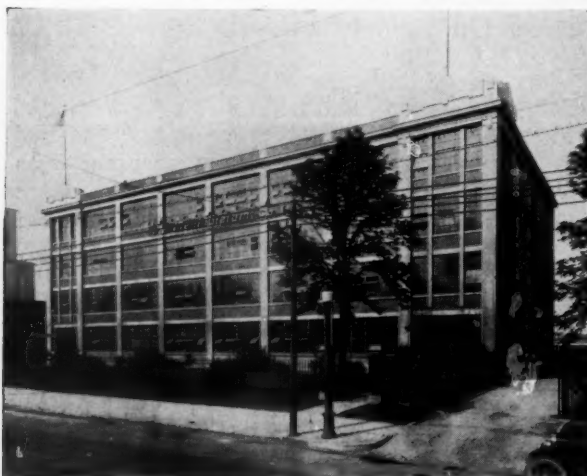
The Mentholatum Co. of Buffalo, New York, for upwards of a quarter of a century, and in carrying out such a policy the packaging department has evolved from the small wrapping department associated with any new enterprise to the present, modern filling and packaging branch of the business—a department using more than 16,000 sq. ft. of floor space, including the entire second floor of the plant.

A better understanding of the Mentholatum packaging operations may be had by first briefly reviewing the manu-

“tired, aching feet”, chapped skin and insect bites, as well as many other allied uses.

The Mentholatum Co. maintains four factories located in Wichita, Kan.; Bridgeburg, Ontario, Canada; London, England, and Buffalo, N. Y. The Buffalo plant is five floors high counting the basement and comprises 80,000 sq. ft. of floor space, each floor measuring 160 ft. by 100 ft., of which more than one-fifth is devoted to the filling and packaging department.

Manufacturing commences on the



Buffalo Mentholatum plant. Other factories are located in Wichita, Kan., London, England, and Bridgeburg, Ontario, Canada



Two capping machines in operation. Photo also shows gravity slide cap containers. Note straight line protection

medial in nature for here, of all places, the cartons must possess a neat, clean, assuring appearance, a look that inspires confidence in the contents at the first glance, for where is buyer confidence more essential to successful sales than in products to be taken internally or to be applied externally such as medicines, foodstuffs, shaving creams, tooth pastes, perfumes, healing creams, and the like?

This policy of selling on sight, of successfully marketing a product by proper packaging, has been followed by

facture of the product and studying the nature of the article.

MENTHOLATUM is a healing cream made by compounding menthol, camphor, boric acid, and medicinal oils in a base of cream-white petrolatum. Its uses are many and varied, a slight conception of which may be gained by the following suggested applications that are played up in the advertising: For sunburn and windburn, cuts and burns, head colds and free breathing, nasal catarrh and

top floor and thus lets gravity aid in production by means of gravity chutes and pipes that carry first the product and its containers and later the product in its containers down from floor to floor through the various processes in manufacture. The top floor is used to store the petrolatum, used as a base in the compound, in barrels that hold, roughly, 350 lbs. each. This floor is also utilized for the storage of advertising matter. But chiefly, the top floor is the place where manufacture starts for here are found the melting



Chemical laboratory of Buffalo Mentholatum plant

tanks where the cream white petrolatum and the paraffine wax are melted, separately and in different tanks, for their subsequent mixture with the other ingredients.

FROM the fourth floor to the third bronze pipes carry the molten wax and petrolatum to the mixing room which houses five jacketed, glass-lined kettles, arranged in series, where the Mentholatum is compounded of its petrolatum base and the other ingredients, menthol, boric acid, camphor, and medicinal oils. Incidentally the piping throughout the plant is bronze.

The third floor also comprises the camphor and boric acid grinders and sifters which reduce the lumpy chunks into fine white powders. On this floor is the chemical laboratory where every element entering into the compounding of Mentholatum is tested for both quality and purity. After being tested the elements are weighed on "blind" scales to insure the proper proportioning of the compound. The mixing of the elements into the compound completed, the next step is the packaging and filling which takes place on the next floor down, the second.

At the far north end of the second floor two gravity chutes puncture the ceiling and carry down heavy cardboard shipping cartons filled with empty glass jars, packed in paper. These jars are immediately removed from the cartons, sorted and cleansed. Then they are placed on conveyor belts for their trip to the filling machines.

BRONZE PIPES carry the molten Mentholatum down from the mixing room on the floor above to three glass-lined, electrically-agitated tanks used as reservoirs for the Mentholatum

as it is fed from these tanks to the filling machines. By means of the electrical agitation the mixture is kept constant and in right "set", up until the filling takes place. Two of these reservoirs keep the Mentholatum in store for the filling of the glass jars while the third feeds the compound to the tube and tin filling machines.

Two parallel lines of conveyor belts run from these three mixers. One belt is for the glass jars and the other for the tubes and tins. Five filling machines, each capable of filling 65 glass jars per minute, are used to fill the 1- and 3-oz. opal glass jars and the $\frac{1}{2}$ -oz. tins. A simple wheel valve adjustment governs the flow of Mentholatum in these filling machines and thus at a moment's notice the machine can be adjusted to fill any size container from $\frac{1}{2}$ -oz. to 3 oz.

Two small sample filling machines, designed and built by the plant, are



Warehouse for storage of finished, boxed, and cartoned products

used for filling tins of from $\frac{1}{16}$ oz. to 1 oz. These sample fillers will pack from 75 to 125 of the small sample tins per minute. One of these machines is located along the belt used for the glass jars and the other on the belt which carries the tubes. On the belt which carries the tubes a combination tube filling, closing, and clipping machine, working on two tubes simultaneously, can easily fill 125 gross of the 1-oz. tubes per 8-hour day. These aluminum tubes are bought lithographed and thus, when the filling is done and the tubes closed and clipped, they are ready for the cartons.

AFTER leaving the filling machines the glass jars pass along the conveyor belt under electric fans which aid the cooling and hardening of the molten, jelly-like Mentholatum.

Before the final cooling, however, the Mentholatum is heated once more by passing through electric heaters, after leaving the filling machines. This is to insure the same amount of Mentholatum in each container and the same appearance of the cream in the container.

Following the filling, cooling, reheating, and re-cooling process, the glass jars are ready for the capping machines. Three cappers, each with a capacity of 65 per minute, put the tops on the jars. These tops will be mentioned later in a discussion of the merchandising methods. Special wax paper linings are provided, already placed in the caps.

The route from the capping machines, along the same conveyor belt, carries the glass jars to five labelling machines, each of which labels 65 jars per minute. As the tins and tubes are bought lithographed, no labeling process enters into their packaging. Of these five labeling machines, two are used to label the 1-oz. and three for the 3-oz. jars.

The jars are then conveyed to the four carton forming, folding, and closing machines. These also operate at a rate of 65 per minute per machine although for the large 3-oz. jar a speed of 45 per minute is adhered to by the one machine used for these jars. Another one of the four is used for the sizes less than an ounce, while two machines carton the 1-oz. style.

After this process the cartoned jars are placed into corrugated paper cartons for shipping purposes. These shipping boxes are sealed by a sealing machine, 200 to 300 per hour. Gravity chutes then carry the finished jar of Mentholatum, filled, capped, cooled, labeled, cartoned, and in the shipping



Mixing room of Buffalo plant where ingredients are compounded

case, down to the first floor where the finished products, packed ready for shipment, are stored and where the shipping department and general offices of the Buffalo plant are located.

RETURNING to the second floor to resume our inspection of the packaging equipment and machinery. An envelope sample machine is used to package the small sample tins of 1/16- and 1/8-oz. sizes. This machine puts the small tins in the envelopes, wraps a folder around them, and seals the envelope, at a speed of 60 to 80 per minute.

Waste paper, accumulated from the packing used in the cartons filled with empty glass jars, is baled by a paper baler capable of baling 250 to 300 lbs. per hour. This baled, waste paper is then sold.

Advertising circulars, booklets,

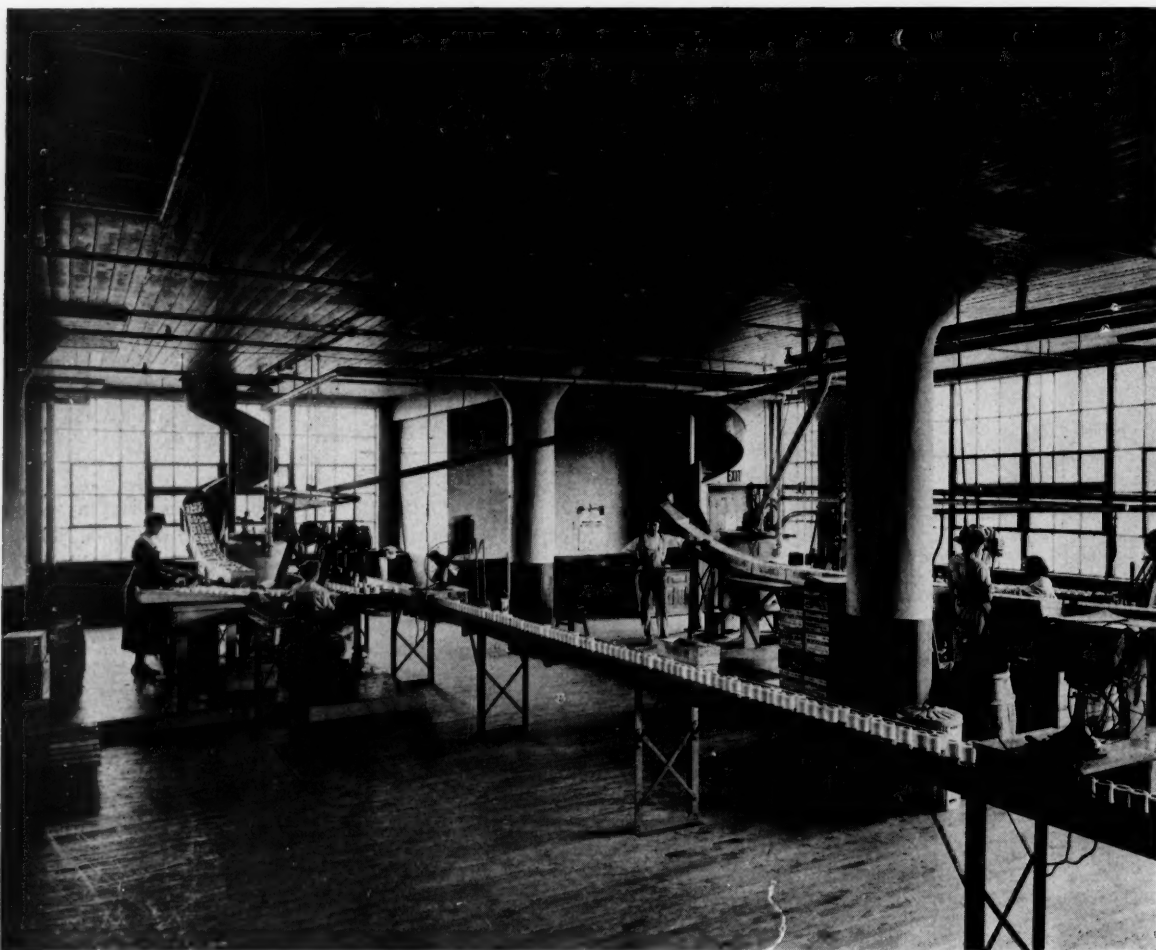
folders, and the like, are prepared for insertion in the packages by a folding machine operating at 12,000 foldings per hour. Four large wire waste baskets, of special construction, 4 ft. in diameter by 4 1/2 ft. high, used for waste material, complete the equipment of the filling and packaging department on the second floor.

THIS complicated, yet highly-efficient, department turns out Mentholatum in eight sizes and in three different containers as follows: Opal glass jars in 1- and 3-oz. sizes; collapsible aluminum tubes in 1- and in 1/4-oz. sizes; and tins in 1/16-, 1/8-, 3/8-, and 1/2-oz sizes. The tins are used almost exclusively in the foreign trade and when placed either in cartons or envelopes, according to the size of the tin, they are shipped in wooden boxes which are nailed shut by a nailing ma-

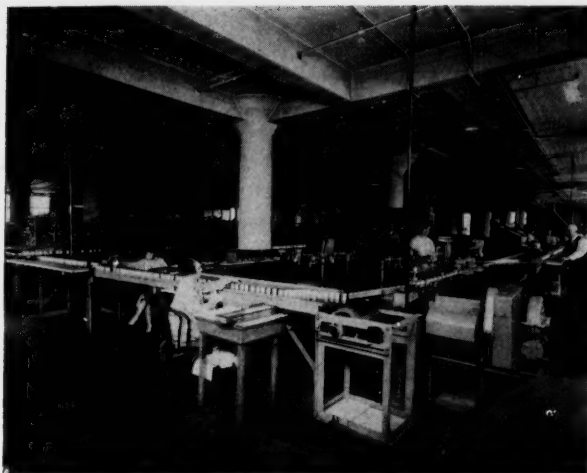
chine at the foot of the gravity chute on the ground floor in the shipping and warehouse department.

The tubes and glass jars are used in the domestic trade and are shipped in heavy cardboard cartons. By far the big-seller and most popular size and style is the one-ounce, opal glass jar.

The tops used on the glass jars embody a most effective merchandising idea and furnish an excellent example of efficient tie-up of packaging and merchandising. In raised, capital letters, all across the top of these caps is embossed the one word: "Mentholatum." In blue, stamped lettering above the name is printed the following query: "Have You Tried—" Below the name the question is finished thus: "For Free Breathing?" But all the caps are not stamped the same. Other queries put



Corner of filling and packaging department on the second floor. In the background are two gravity chutes down which shipping cases filled with empty glass jars are sent from the store room on the third floor



Labelling machines. At left background, wire cages used to hold empty cartons



Carton filling as formerly done by hand. Contrast this with present method

to the buyer are as follows: "For Sunburn? For Insect Bites? For Chapped Skin? For Cuts and Burns? For Head Colds? For Tired Aching Feet? For Nasal Catarrh?

THUS the many uses of Mentholatum are most colorfully and effectively presented to the public by the medium of attractive caps on the jars. If a buyer throws away all the advertising matter accompanying his jar, folder or circular, he still has before him, until the jar is empty, a hint on the cap of the jar as to a usage for the product.

But the Mentholatum company doesn't stop there in linking up their packaging with their merchandising. The color scheme adapted in their packaging is another instance of their

advertising efficiency. It is as psychologically accurate and effective as is the wrapping of fireworks in flaming red paper.

Mentholatum is a healing, soothing, cooling cream. Therefore, what more appropriate packaging colors than the predominant tones of blue and green set off by black and white? The very appearance of the Mentholatum package gives a cool, restful, soothing effect. It is an apt instance of making the most of proper coloring in the matter of packaging.

This healing cream is shipped to every country in the world, and accordingly the advertising circulars are printed in thirteen or more different foreign languages among which are: English, German, French, Italian, Spanish, Portuguese, Hungarian, Po-

lish, Swedish, Danish, Chinese, Japanese, and Tagalog, the principal Philippine dialect.

In conclusion, Paul H. Hyde, vice president of the company, has this to say anent packaging:

"It is difficult to estimate the part that careful packaging plays in a product like Mentholatum. We feel that it is most essential however. The package that we now use is a gradual development from the early days of the business. Originally we put out the jar package without the carton. The carton has been changed very little since its original introduction.

"The glass jars are by far the biggest item in the domestic field although the tube package is growing rapidly among certain people who seem to prefer this style of packaging. The glass



Modern carton-forming, lining, filling, and counting machines in packaging department



Old fashioned method of filling cartons by hand. Contrast with present method



Collapsible aluminum tube and opal glass jar. Note lettering on the cap of the jar

jars are also used to a certain extent in export but the 1/2-oz. tin is displacing the jar on account of the big saving that it means in shipping weight and duties. The tube package is growing slightly in favor with some export houses. We also have a small tin that is used for samples and these are given away to a certain extent both in the domestic field and in the export work."

EQUIPMENT AND SUPPLIES

Carton forming, folding and closing machines: R. A. Jones Co.
Glass jar filling machines: Karl Kiefer Co.
Tube filling machines: Arthur Colton Co.
Capping machines: Cundall, Power, Mosher, Inc.
Labeling machines: O. & J. Machine Co.
Envelope Sample Machine: E. D. Anderson Machine Co.
Paper baler: Economy Baler Co.
Glass jars and aluminum, wax-paper-lined caps: Hazel Atlas Glass Co.
Aluminum tubes: Aluminum Company of America; Peerless Tube Co.; Victor Metal Products Co.

Tins: J. L. Clarke Can Co.

Cartons: Robert Gair Co.; Michigan Carton Co.; Standard Paper Co.; Rochester Folding Box Co.; Fort Orange Paper Co.

Conveyors: Standard Conveyor Co.



Shipping department and warehouse on ground floor of Buffalo plant

Corrugated shipping cases: Buffalo Box Co.; Hinde & Dauch Paper Co.

Carton sealing machine: H. R. Bliss Co., Inc.

Scales: Toledo Scale Co.

Nailing machine: Morgan Machine Co.

Labels: Buffalo Banknote Co.



From jar and tube to shipping case, showing the various containers used in Mentholum packaging

Packaging Sandpaper Lifts It Above Competition

PERHAPS the highest potential of advertising and marketing is to take a product "out of competition," writes the December issue of *Glass*. This the United States Sandpaper Co., Williamsport, Pa., has done with as common a staple as sandpaper.

For the last few years the condition of the sandpaper market has been getting worse and worse. Competition, because of the nature of the product, came down to price and throat-cutting. Sandpaper to the average hardware merchant was just heavy paper with a sanding surface affixed on it with a glue preparation. Naturally when he could see no difference in the qualities of various manufacturers' papers, his business judgment dictated that price alone should be the guiding factor in the sale.

Conditions became so acute in this price cutting war that the United States Sandpaper Co. realized the need of a decisive step. Something must be found to give a sales point to sandpaper other than low price. Something must be found to take their brand of sandpaper out of competition. Some selling point must be devised to enable the hardware merchant to sell his customers. The simple expedient of packaging the sandpaper was decided upon as the modus operandi that would take the United States brand out of competition.

A brand name was given the product. Packaged in a handy box of orange and black, a sales and advertising campaign was needed to sell the hardware merchant the merits of this departure from tradition.

The appeal of packaged sandpaper to the hardware merchant is primarily one of convenience and standardization of price per package. With the packaged product, the hardware dealer saves many operations in selling sandpaper. He needs to use his clerks' time for only three steps—out of the carton, onto the shelf, and into the customer's hands.

This packaged method of merchandizing has been successful in two ways. First, more paper has been sold this way. Second, a definite price per package standard has been maintained.

Precision Scales for the Net Weight of Packages

Simplicity, Speed and Accuracy Desirable in the Visualization of Underweight and Overweight and Makes for Protection of Packer and Customer

By H. D. GINTER

The Smith Scale Co.

THE human element is responsible for a high percentage of problems in packaging, and any discussion of weighing appliances must take into account the obvious fact of labor—the habits of which follow paths of least resistance. If scales demand of labor the mental effort it will not give, someone gets the worst of it—either the manufacturer or his patron, and to grasp the vital significance of this proposition it is necessary to get before us the simple mathematics that fractional ounce overweights in a multitude of packages cause tremendous profit losses.

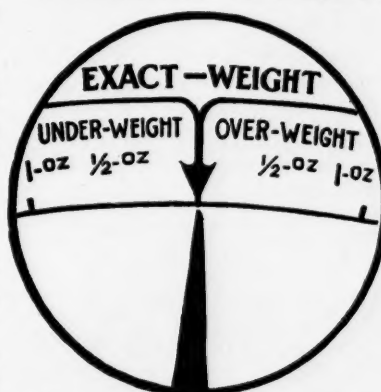
A singular condition exists in the business world today relative to scales, an outgrowth of the fact that innumerable weighing devices have been sold all over the United States and Canada by excellent and well directed salesmanship, and a large proportion of that success has been gained on theoretical lines which seemingly had no flaw in the whole scheme of reasoning,

INDULGENCE in theory is a pleasant diversion, but practice belongs to the world of cold and relentless fact. It follows that a scale may satisfy the most advanced theory, but when it is placed in the hands of labor there is a struggle for the mastery between "theory and practice". These "theory" weighing devices would be less the objects of criticism if labor could give the things they demand—skill and concentration in fast, accurate weighing.

Consequently, there is a confessed need for a weighing appliance that will simplify the act of weighing and place precision accuracy within the grasp of any class of labor. Simplify the act of weighing and labor will per-

form it well; make it difficult, and labor will either give away your merchandise or put your name in bad repute for short weights.

The even balance principle, a basic law for all scale structure, is no theory—it is existent fact. To develop from



The dial shows the operator what he is doing

this law a scale that will protect both the packer and his customer by visible indication of fractional ounces magnified, has been the success of a nationally known scale industry during ten years devoted to experimental work and to nation wide surveys.

The scales have revolutionized methods of weighing and the industrial world has responded to this new standard of accuracy in many remarkable ways. Accuracy is found in a dial that instantly visualizes underweight or overweight by fractional ounce indication, so that the operator is constantly warned against weight errors. It means fast accurate weighing reduced to the last degree of simplicity, and labor performs it easily.

WEIGHING appliances are the all-important fixtures in plant equipment because profits are directly controlled by them. Progressive in-

dustry is awake to the fact that merchandise passed over a scale means actually the weighing of money. Comes then inevitable loss in undetected errors which ordinary weighing appliances do not disclose.

Good business will not tolerate visible losses, and the scale that reveals them is the answer to a recognized necessity.

Labeling German Foodstuffs

THE new German decree of September 29, 1927 relating to the labeling of foodstuffs will have a special bearing upon the foodstuffs trade of the United States with Germany. Although the regulations will not be applicable to imported foodstuffs before April 1, 1928, it is of importance to exporters of foodstuffs to become acquainted with the new regulations in advance. Detailed information relating to these measures may be obtained from the Division of Foreign Tariffs, Department of Commerce, Washington, D. C.

Summarizing, the regulations cover the following: The labeling of stipulated foodstuffs, labels to be applied either by the producer or the distributor of the goods; designation of firm names, addresses, contents, weights, measures, etc.; sizes of containers, and other considerations. Foodstuffs imported from foreign countries are also subject to the regulations.

The German competent authorities did not establish exact definitions with regard to the words "packages" or "containers" as applied throughout the regulations, since no difficulties in the interpretation of these terms have as yet arisen. It should be mentioned, however, that ordinary packages of paper, for instance paper bags, etc., will not be considered as "packages".

Wrapping Fish Products

Clear Vision Packages Attract the Customer, Retain Flavor and Aid in Increasing Sales — Also Permit Advantageous Use of Display Containers

PREFERENCE for packaged or wrapped food products as against those in bulk is shared by retailers and customers. That this is a fact is evident not only from a condition that exists in the average retail store today but is actually born out in tests and experiments that have been made. One need but glance at the stocks carried on display in the average grocery store

grocery field is smoked or dried fish. Such goods were formerly bought from habit, rather than from choice. They were a change, to be sure, and appetizing too when well prepared, but their appearance on or under the counter was not such as to inspire the confidence of, say, the young bride who was still a novice in the art of cookery. The following instance, which is told in a recent issue of *Packaged Seafood* outlines an interesting experiment that was made in the store of Paris & Gordon, Brooklyn, N. Y., and points out most clearly the preference of the buying public for wrapped fish products.

The trade of this concern comes from the average American neighbor-

in any quantity desired by the purchaser. It was estimated that a box was sold every four or five weeks. As a sales promotion idea, the packer recently changed his method of marketing and presented the herring in standardized four ounce packages, each wrapped in cellophane. Five pounds were placed in each carton. They were displayed on the counter and two boxes of five pounds each were disposed of in ten days—less than half the time taken to sell a similar amount in the old wooden box and bulk sales method. This wrapping allowed the customer to see the fish and be attracted by its goodness. It was also possible to display the unit near other food products without contamination from the odors ensuing, as the cellophane affords an odor-proof wrap.

This same material is being used to wrap haddies, larger herring and other fish products as its transparency as well as its oil-, grease- and odor-proof qualities make it very applicable for the solution of fish packing problems.

Wraps, such as shown in the accompanying illustrations, also permit the use of display containers which admittedly add to sales.

A Simple Display Box

THE RICHARDSON CO., Lockland, Ohio, have brought out an interesting display carton. Cartons of this type are usually made of two or more pieces of board stitched or glued together, and quite often the hand assembly necessary in the plant of the user is a considerable part of the user's cost. This particular box is made in one piece and comes knocked-down flat just as an ordinary tuck end style carton is shipped. The assembling of the carton can be done in about the same space of time as is required for the setting up of a tuck end style box.

The merchant who receives the filled carton does not require a diagram to elevate it—he raises the bottom, depresses the back corners, and the box is ready for display.

This box has only been on the market for the last three months. It is being very well received by the trade due to the facts outlined above and because of its economical construction.



Herring in transparent wraps, trade mark branded and displayed in attractive cartons promote increased sales

to appreciate such a condition. Practically everything wrapped or in packages!

To the retailer packaged or wrapped goods mean a reduction of losses through spoilage and pilferage, the opportunity to purchase in small quantities, ease of storage and the offering to the customer of a wider range of goods—all of which make for increased sales. To the purchaser there is the assurance of clean and sanitary merchandise, the elimination of any inconvenience in handling and the satisfaction of receiving a branded and reliable class of goods.

Perhaps one of the most recent converts to the package or wrap idea in the



Another example of sanitary wrapped fish products. The purchaser is able to see what she buys

hood, where the families occupy apartments and small homes, these conditions therefore making the experiment representative. Smoked boneless herring—the "blind robin" of the old free-lunch counter—had always been part of their stock in trade. They were purchased in wooden boxes holding ten pounds each and sold in bulk

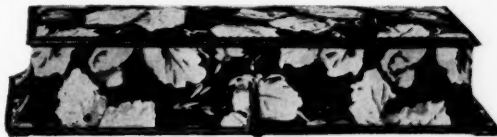
Imported Bon Bon Boxes

“FOR further usefulness” seems to be one of the underlying thoughts in the design of many of the imported paper covered boxes which are used in the packaging of confectionery. Attractiveness is combined with utility in the container, and the recipient, after the removal of the contents, possesses a decorative box that

Appreciation of such boxes cannot fail to manifest itself in renewed sales, for naturally the buyer in making a further use of the container after the contents are gone is continually reminded of his or her purchase, and a repeat order of the same brand of confections results.

Each of the boxes shown embodies

signed and used for different purposes. Milady is continually seeking a decorative container for gloves, handkerchiefs, trinkets and such, while milord, even though he be severe in his taste, is not averse to attractive color and design in a box for his collars, cravats and the like. The edgings, symmetrically placed, help to create a delicate



Hand blocked autumn leaves on black. Gold bound edges and cream paper lining. Hesse & Stahl, Berlin, Germany



Gold and green flowers on dark red tapestry background. Lining in gold. Nové-Richard & Coste, Lyon, France

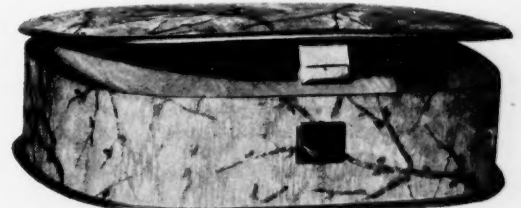
can be used for a multitude of purposes. The illustrations show a few selected patterns and designs that offer splendid possibilities in this direction. In these, as in many others that

features, in addition to those of attractive appearance, that cannot fail to make a pleasing impression. It will be noted that three of these are supplied with fasteners, two of which con-

and attractive setting for the boxes. In each box shown these are of gold paper, either plain or in a stamped or mottled design, and serve to alleviate any monotony that might be caused by the



Purple, green and white flowers on mottled bronze background. Gold edging, unlined. Of French design



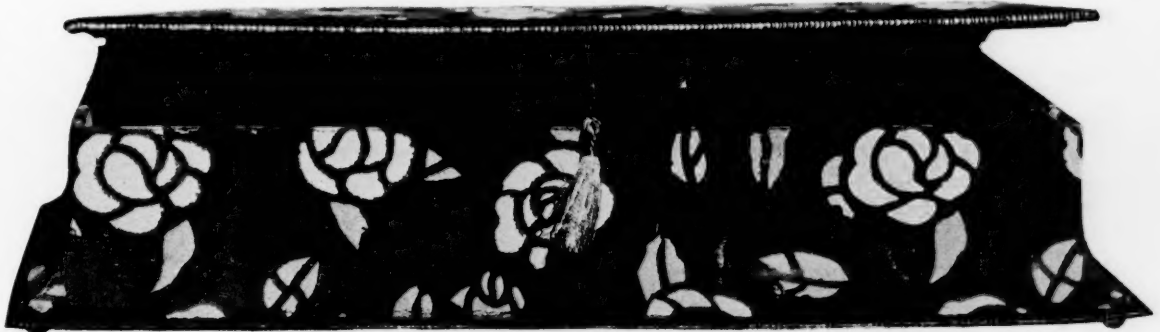
Blending of red and yellow with tracery of gold and silver in stamped design. Note convenient clasp

are to be found among such importations, selection of colors and motifs in the design of the paper, edgings and linings and the shape of the boxes, is the result of artistic study.

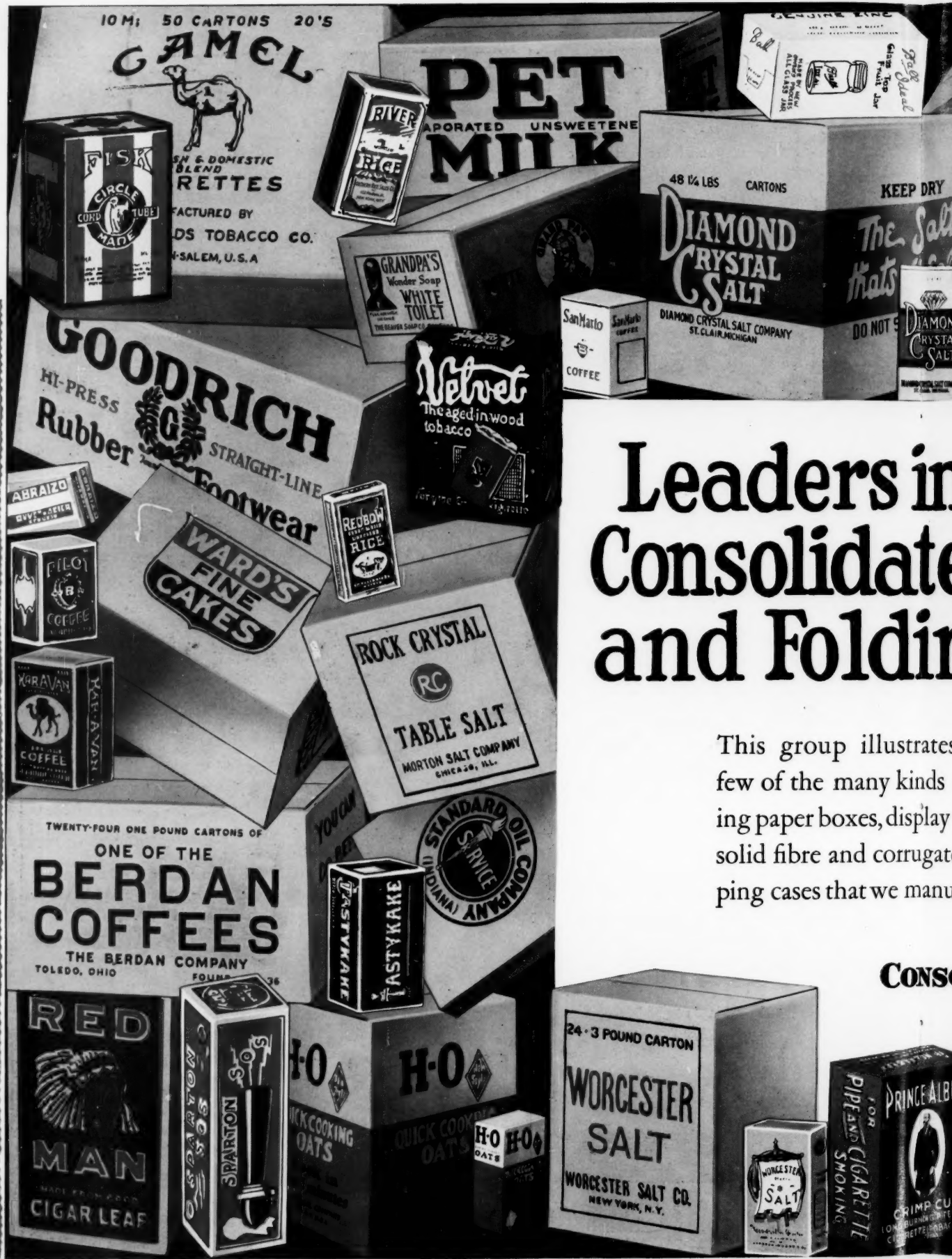
sist of gold tasseled cords, the third being a metal clasp which matches the general coloring of the box. As may be seen in the variety of shapes which are shown, any number may be de-

use of a single, over-all design in the covering.

The boxes illustrated were secured through the courtesy of the Keller-Dorian Paper Co., Inc.



Hand blocking of gold, pale green, yellow and white on background of cerise. Gold bound edges and cream paper lining. Hesse & Stahl, Berlin, Germany



Leaders in Consolidated and Folding

This group illustrates a few of the many kinds of folding paper boxes, displaying solid fibre and corrugated cases that we manufacture.

CONSOLIDATED



Boxes in Every Line use Consolidated Shipping Cases and Folding Paper Boxes

Illustrates just a
many kinds of fold-
boxes, display cartons,
and corrugated ship-
ping cases we manufacture.

The paper is all made in our
own mills (capacity 700 tons per
day); the boxes are produced in
modern box factories by skilled
and experienced workmen.

CONSOLIDATED PAPER COMPANY
MONROE, MICHIGAN





ARTHUR S. ALLEN
COLOR STANDARDS



C. H. GULLION
MACHINERY



RICHARD B. FRANKEN
MERCHANDISING



EDWARD O. TINSLEY
CARTON DESIGN



FRANK C. CHASE
MANUFACTURING MANAGEMENT



J. D. MALCOLMSON
SHIPPING CONTAINERS

Announcing an Editorial Consultant Board

GROWTH AND DEVELOPMENT as manifest in the increasing advances in the technique and utilization of the package and the many operations consequent to the art of packaging, call for specialization. This is by no means a new thought for already, in some phases at least, such work has attained an exact science and is so regarded by certain individuals and companies who have devoted time and expense to research, study and the development of specific departments of the packaging industry. This condition will become increasingly true as manufacturers realize the merchandising and other possibilities of the package.

APPRECIATING its responsibility as the exponent of better practices, improved designs and proper usage in packaging, MODERN PACKAGING has felt since its establishment that the creation of a Consulting Editorial Board would be of great assistance to the packaging industry. It was realized that there are men intimately familiar with particular problems of the industry, and that their experiences and opinions are such as to be of constructive worth.

It is with considerable pleasure, therefore, that the appointment of six members of such a board is announced in this issue. That these men have consented to serve and have offered their cooperation is indeed a compliment to both readers and publishers of MODERN PACKAGING, for each member of the board is a specialist.

MODERN PACKAGING has published articles written by some of these men—other articles will appear in subsequent issues—and this cooperation will be supplemented with advice and counsel concerning specific problems. Readers are invited to make use of this service, sending inquiries direct to MODERN PACKAGING.

The following brief sketches relate to the personnel of the Board:

ARTHUR S. ALLEN devotes his entire time to the further development of his work in the application of color and color standards to industrial uses. Mr. Allen's researches in the practical application of the Munsell System of Color, directly inspired by its inventor, Professor A. H. Munsell, have resulted in the creation of a wide variety of successful designs and color plans for containers, wrappers and displays of products made by a number of leading organizations. He has the cooperation of some of the foremost artists who are experienced in designing, engraving and printing and is thus able to direct each of the steps in the production of designs of artistic and practical worth.

CH. GULLION graduated as a mechanical engineer from the University of Kentucky in 1904. His subsequent experience is as follows: Nine years in American factories of the Western Electric Co. on engineering methods; three years in European factories of the

same company as directing engineer of methods for factories; two years with L. V. Estes, Inc., industrial engineers on analysis, organization and improvement work in various industries; followed by several years of individual industrial engineering work in the plants of Globe Wernicke Co. and Proctor and Gamble Co. For the past seven years, and at present, Mr. Gullion has been with Swift & Co. as industrial engineer, engaged in department analysis and investigations and engineering projects in connection with the numerous and varied activities of that company.

RICHARD B. FRANKEN has been on the staff of New York University since 1918 as a lecturer in the department of Advertising and Marketing. He was on the staff of the Robert Gair Co. for about two years as consultant psychologist and conducted a number of studies dealing with package designs. He has also conducted tests with packages for a number of nationally known producers of package merchandise. Mr. Franken is the author and co-author of a number of books dealing with scientific phases of advertising—the latest book, "The Measurement of Advertising Effects" was published by Harper & Brothers last year.

EDWARD O. TINSLEY has been associated with the Robert Gair Co. for fourteen years during which time he has been interested in packaging problems, particularly in working out new types of boxes and display containers. This activity, in large part, inaugurated the company's Division of Design. In this department it is endeavored to prescribe the proper packages for a multiplicity of different products, suggesting the specifications and providing samples and sketches. Mr. Tinsley's department includes a fully equipped laboratory for sample making and testing.

FRANK C. CHASE is superintendent of the New Brunswick, N. J., plant of E. R. Squibb & Sons. He is also a member of the Operations Board of the Brooklyn plant of the same company and an instructor in Industrial Management at Rutgers University, New Brunswick, N. J. Mr. Chase has made a number of notable contributions to the technical press on the subjects of manufacturing management and operation.

J. D. MALCOLMSON, since 1921, has been associated with the Robert Gair Co. as package engineer in charge of research work in the manufacture of fibre containers and sales promotion. He graduated with the degree of B. Sc. in industrial chemical engineering from the University of Kansas in 1913, and later became a Fellow in the Mellon Institute of Industrial Research of the University of Pittsburgh. Mr. Malcolmson was also in charge of research work for the National Container Association (now known as the Paperboard Industries Association) for four years.

Labels for Glass Packed Foods

A Package to Reflect the Quality of Its Contained Merchandise Must Look the Part — Considerations Governing the Selection and Construction of Labels Are Discussed

By H. J. CARR

Anchor Cap & Closure Corp.

THE USE of glass containers in the packaging of food products in many ways simplifies the problem of label design. At the same time, if glass package labels are to be most effective, it is necessary that a consideration be given to a number of factors which are encountered with glass but not with other types of containers.

Perhaps the most important problem which the glass container solves, is that of presenting the appetite appeal of the product. In strong contrast to containers whose labels must whet and stimulate the appetite, the glass container, because of its transparency, permits the color, size and quality of the product itself to make the appeal to the consumer's appetite.

We are all familiar with the colorful illustrations of raw fruits and vegetables seen on many packages. Recently many labels have been changed in this respect, and we now see pictures of the prepared rather than the raw product. Frequently, in order to portray the product, the use of several colors is required, and of course the more colors used the greater the label cost will be. In any event, a satisfactory illustration is difficult to obtain, and no matter how perfect it is when obtained, it cannot present the product's real appeal to the appetite as the product itself does when seen through glass. In this respect then, the use of glass not only eliminates one of the most difficult problems in label design, but at the same time materially reduces the label cost.

Another point in favor of glass is that it is associated in the minds of consumers with quality products. Generally, with other types of containers, it is necessary that the label in some way convey to the consumer the idea that the product is of high quality. While good results along this line have been obtained, it is easy to see why the

consumer may be more impressed with products packed in glass. Glass, from its earliest commercial use, has been associated with cleanliness and sanitation, and the consumer naturally may conclude that the packer who chooses glass containers is seeking the best,



One of the most important characteristics of the Heinz label and one that helps to make it effective and easily identified is its distinctive keystone shape

and that since he does so in the matter of containers, he will most certainly do so in connection with the ingredients used in making his products. Thus glass, to a degree, takes from the label the burden of carrying the story of quality, and the reliability and integrity of the maker.

WITH containers other than glass there is also the problem of so describing the goods that the consumer will know what size, grade and variety the contents are. Many descriptive terms are used in trade circles but their use does not help the consumer because she is not familiar with them. That this is the case is easily understood when we consider,

for example, that 53 packers of peas in 13 states use 474 different labels, with 254 different phrases to indicate the size of peas packed—and this entirely without reference to the quality of the peas! Here again glass aids in label design since where the product can be seen there is not the necessity for a complete description nor the difficulty of so describing the product that the consumer will understand just what she is getting.

ANOTHER way in which glass simplifies the problem of label design is in the matter of appropriateness. Usually one of the functions of the label is to make the container seem well suited to the product, though in fact the container itself may be one which is used for products of widely varied natures. Since glass can be moulded or blown into many shapes and sizes, it is possible to design and produce a container especially suited to a product that will in time identify the contents. Some of the containers which are firmly established in the public mind as suitable and convenient for the products with which they are used, are catsup and chili sauce bottles, pickle and mayonnaise jars and jelly and peanut butter tumblers. Other examples could be mentioned and it is true that as time goes on more and more glass containers will become associated with the products with which they are used because of their evident appropriateness of design.

In the design of labels used for glass food containers, the first question to be considered is that of size. With most opaque containers a label as large as the package itself must be used. Obviously so large a label would not be required with a glass container nor would it be desirable since in choosing glass as a container for food products one of the main objectives is to

make it possible for the consumer to see what she is buying. Relatively speaking, therefore, the glass food container label should be of a small size and it should be so designed that the consumer can see the product when looking directly at the front of the package with the label in place.

Thus the question arises as to how a small label can be used to best advantage. There are a number of possibilities along this line which as yet have only been partly realized by packers in glass and which for emphasis can be listed and discussed. They are:

- | | |
|---------------------------|---------------------|
| 1. Legibility | 6. Name of Product |
| 2. Shape | 7. Trade Mark |
| 3. Back-ground | 8. Poster Treatment |
| 4. Color Combinations | 9. Artistic Design |
| 5. Packer's or Brand Name | 10. Standardization |

Legibility: While legibility is a virtue in any label, it is especially important in connection with glass packages. With the area of the label cut down, there seems nevertheless to be a natural tendency to crowd in much of the reading matter which is customarily used with labels on other types of containers. To do this with glass becomes not only unnecessary but highly undesirable because it detracts from the legibility of the label. A simple layout with the fewest possible words printed in attractive type and arranged in a dignified and impressive manner, will insure legibility in glass package labels. And because the label can be easily read, the consumer's attention will be drawn to the product and the label will have performed one of its most important duties.

Shape: Since nearly all glass package labels are cut-outs, it is both practical and possible to make the shape of the label one of its important characteristics—a mark of identification which the consumer will recognize even before she sees the brand name or the name of the product. To a certain extent this possibility has been recognized and used. Anyone will immediately recognize the Heinz key-stone-shaped label, but for the most part, however, oval or round labels are still used. Other possibilities in this respect are squares, oblongs, diamonds, pentagonals, hexagonals, octagonals,

stars, crescents and any number of fanciful shapes which the packer may choose and by continued use make one of the important features of his label design—one which will help the consumer identify his products.

Background: Regardless of shape, a background arrangement can be used which will also serve to identify the packer's product. We are all familiar with the Libby pyramid occupying the lower portion of each label. This background arrangement identifies Libby products even without the use of words or illustrations.

Color Combinations: The use of color or combinations of color, also helps the consumer to identify the



The Heinz second label is plain and practical and conforms to the style and coloring of the package label

packer's products. When we think of certain combinations such as red, green and gold; blue, white and red; orange and blue, we think almost instantly of certain well-known packers who use the combinations mentioned. It is true, of course, that many color combinations are already in use. The point is, however, that even though the adoption of a certain color combination may mean the duplication of one now in use, it is nevertheless advisable, since to each consumer the color combination will represent the packer with whose products she is most familiar.

It is of course to be understood that the features which we are taking up

individually should be used in combination and thus it follows that even though two packers use the same combination of colors, the fact that they use different shaped labels and different background arrangements, will prevent confusion, and in each case the color combination used will serve as a mark of identification, though to one consumer it will mean one packer and to another, another.

Packer's or Brand Name: Since in specifying to the retail clerk the package which she desires, the consumer must use the packer's or brand name the label should be so designed that this feature stands out prominently. Some packers feature the brand name, others the packer's name, and still others a combination of both. However this feature is handled, the name which the consumer is expected to use in specifying the packer's product should be given special emphasis. Emphasis can be secured in a number of ways. The use of a distinctive type of lettering is perhaps the most common. In most cases this is effective, but care should be exercised to see that the lettering is not so eccentric that it cannot be easily read. Other methods of securing emphasis are through the use of specially large types, placing the packer's or brand name in a dark colored ink against a plain white or light colored background, or through the use of reverse lettering whereby the words stand out in white or a light color against a dark colored background.

Name of the Product: Second in importance to the packer's or brand name is the name of the product. This also the consumer must use in specifying to the retail clerk the package which she desires. Here a plain type is preferable to a fancy one and it is more practical also because many labels are so designed that the name of the product can be changed without in any way affecting the balance of the label. Unless the product is a decided specialty, the use of a simple descriptive name for the product is best. Fanciful names for products emphasize to the consumer the fact that she is not familiar with them and it is true of course that people hesi-

tate to buy products with which they are not accustomed. Whether the name be fanciful or plain, however, it should be easily read for this will help the consumer to specify the package she desires.

Trade Mark: The properly designed glass package label should pro-



The brand name, the name of the product and the trade mark all get the prominence they deserve in the Beckwith label which harmonizes perfectly with the design and coloring on the lithographed cap

vide for the prominent display of the packer's trademark. Many trade marks are quite complicated in design and therefore hard to distinguish when printed in small size. The trade mark should be considered of equal importance with the two other essential things to be displayed on glass package labels, namely the packer's or brand name and the name of the product. Frequently the trade mark gets the prominence it deserves by placing it at the top of an oval or oblong label, sometimes by a cutout arrangement which makes the trade mark stand out above the label proper. Then again with round or hexagonal labels, it is

possible to make the trademark a center piece with the packer's or brand name above and the name of the product below.

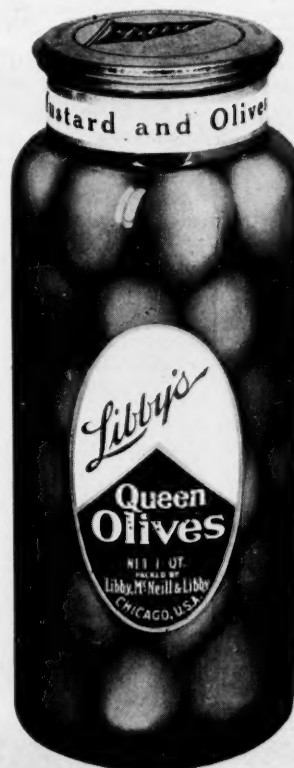
Poster Treatment: An essential of an effective label is that it can be identified at a distance. Frequently it will be noted that while a label appears attractive enough nearby, at a distance it possesses no outstanding features. The two essential copy features of any label are: (1) the packer's or brand name, and (2) the name of the product. These should be so outstanding that when the package is viewed from a distance they are legible even though none of the other copy on the label can be read. A visit to any grocery store will show in a most convincing manner why poster technique in label design is essential. Few people can read small type at a distance or even a few feet, and thus if the consumer cannot read the name of the packer and the name of the product as the package stands on the dealer's shelf, or as it is displayed in his windows, there is small chance that she will specify the packer's or brand name when she buys and that, of course, is contrary to the result which should be accomplished by correct label design.

Artistic Design: The artistic arrangements of the materials which compose the label is an important factor in securing and holding attention. Shape, background, color combinations, trade marks, type and borders, all require careful thought if a pleasing combination is to be secured that will constitute a single field of interest. In an effort to secure an artistic effect then, it is well to keep in mind that any designs, letterings, colors or color combinations which consciously or unconsciously would "grate" upon the consumer's attention should be avoided.

Standardization: One of the most important points to be observed in correct label design, is standardization on each of the foregoing features. Each label should, regardless of its size, the size of the container, or the product, conform to the standard shape, the standard background arrangement, the standard color combination, the standard emphasis of the trade mark, and the standard poster

treatment which gives extra prominence to the packer's or brand name and the name of the product.

THE second problem presented by glass package labels is that covering instructions as to how the product should be used or suggestions as to the variety of ways in which the product may be used. Obviously, instructions or suggestions of this nature cannot be carried by the package label itself, for that must be kept simple in every respect and used almost exclusively as a mark of identification to aid the consumer in selecting the



The pyramid background arrangement on the Libby label readily identifies Libby products—even without the use of words or illustrations

packer's product. There are two methods, however, which may be used to overcome the limitation of the package label proper in this respect. The first is the use of a second label and the second the use of lithographed caps or closures.

If a second label is used it should conform to the package label insofar

as the color combination used is concerned. Otherwise it should be as plain and practical as possible. In most cases an upright oblong label placed on the back of the container will best serve the purpose. The instructions for use should be made as simple and clear as possible, for it must be remembered that the consumer in buying package merchandise is buying for immediate use and trying to avoid as much as she can the work involved in the home preparation of food.

Likewise, if the second label is used to suggest new ways in which the product may be used, it is desirable



Directions for serving the product are economically and effectively explained through the use of a lithographed cap.

to hold to those uses which are quick and convenient rather than to list others which, while good, are complicated.

LITHOGRAPHED CAPS or closures can be used for the same purposes as the second label and packers are beginning to see the desirability of this practice. In the first place, the lithographed cap lends distinction to his package and at the same time eliminates the cost of extra labels and likewise the cost of applying them. However, regardless of whether use instructions or suggestions are considered necessary and desirable, the lithographed cap or closure is coming more and more to represent the highest development of the glass packing art.

In the case of lithographed caps, it is possible to carry standardization even further than in the case of labels. It is generally found desirable to adopt

a uniform design and color combination for all caps, for when this is done the cap can be used with any product and thus it is unnecessary to stock a large number of caps with a variety of lithographed designs to match each product packed. The same predominant color should be used on the caps as is used on the labels. However, it is frequently possible to produce lithographed caps which will harmonize perfectly with labels without using as many colors as are found on the labels.

While in each of the foregoing points the consumer has been kept in mind, still this point requires further emphasis. The choice of glass as a container, the use of a good label, and of an attractive cap, are all features which the consumer appreciates, but the important feature from a selling standpoint is the final results achieved by these three factors in combination. Is the final result a distinctive package or is it just another package to be placed on the retailer's shelf? Does the package represent the skill and care the packer has put into the preparation of his product and does it emphasize its quality?

THE consumer is bound to judge a product by the company it keeps. If therefore, it is a good product, the package should look the part and in order to do this care must be exercised to provide a container, a label and a cap which are in complete harmony. Some packers may say, "But my product is good and what difference really do these things make". The answer to this is that people prefer the better things—they judge values by what they see and they have learned from experience that the attractive package generally contains a fine product.

When the consumer sees an attractive package she is impressed and experience tells her that the manufacturer who presents his products attractively is likewise the one who exercises care in the selection of quality ingredients and in the preparation of his products. Is it not logical therefore to exercise care in what might be termed the "dress" of your packages?

When you send your packages out to the dealers' shelves you are sending the consumer the tangible evidence of

your ability as a packer. She judges that the package you offer will be a true indication of your ability as a packer, and of the quality of the prod-



Here we have an example of an attractively lithographed cap used to suggest new uses for the product

ucts which you produce. Under these circumstances, does not the selection of your containers, the design of your labels, and the "dress" of your packages take on a new importance?

Cartons and Cans

THE first of a series of pamphlets and folders dealing with various phases of package design has been issued by Arthur S. Allen, 101 Park Ave., New York City, under the above title. The cover design consists of overlapping color blocks in a particularly pleasing and attractive arrangement. The selection of the type used and the general plan of the booklet are in excellent taste, and these combined with the subject matter which is brief but very much to the point create indeed a favorable impression. The last two paragraphs emphasize definite trends that are plainly recognizable to those who have followed the progress of design in packages.

"There are now visible ample signs of a better understanding of the importance of well-designed containers. That the package is an important medium of publicity and that it should decently represent the product, are facts which are beginning to be more widely appreciated.

"Carton or can is advertising space people buy and use. It is next in value to the product it protects and displays and therefore demands the most thoughtful attention."

Manufacturing Management as Applied to Packaging

Utilization of Certain Regulative Principles Makes for Improvement of Quality and Increase of Output — Advantages to Be Gained Through Subdivision of Work and Assignment of Manual and Mental Operations

By FRANK C. CHASE

E. R. Squibb & Sons

THE PACKAGING of commodities can be numbered among the newest of America's great industries. While it is true that packaged goods, that is commodities sold and delivered to the ultimate consumer in unbroken or original packages, have been on the market for many years, we may safely say that within the past ten years there has been experienced a trend in this direction that has definitely established the merchandising desirability of individual packages, packed at the source of manufacture.

This method of distribution of marketable products has been definitely established not only as being advantageous to the consuming public but to the producers. A well defined class of manufacture has, therefore, been evolved—a class which is as well defined as textiles, metal working, leather goods or automobiles.

TO BE SURE the commodities packed for merchandising may include, through their very nature, elements common to many other industries. But essentially, the accent, so to speak, is on the package as a distinct and individual article, even though the contents contribute the only and real utility of the package. Hence such commodities most certainly represent a classification of industry even though indirectly they include the elements of others. For instance, a manufacturer of hard candies of circular and perforated design can be considered, and justly so, a member of the confection industry, namely that of producing and distributing sweetmeats. Nevertheless, it is conceivable that had

this particular article of confection been merchandised only through candy stores simply at a price per pound, it would never have realized the tremendous volume of business it now enjoys. In other words, while it most assuredly belongs in the confection industry, it is likewise true that its suc-

IN THIS ARTICLE, which is the first of a series dealing with manufacturing management in packaging operations, Mr. Chase discusses the application of scientific principles to various conditions surrounding the work of preparing for and placing merchandise in containers. Division of work and effort as applied to packaging are the main topics in this paper; others will be similarly discussed in subsequent issues.

cess is due to the adoption of an individual package characterizing that particular brand and, even more, an individuality of package which lent itself to merchandising and advertising methods that created tremendous sales and assets, inconceivable if the element of packaging had been disregarded.

In other words, we find in the economic structure of some of the industries of this country a very definite class of commodities that owe their success to the *fact of package*.

If then our premise is correct, it is also reasonable to assume that there must exist certain fundamentals of

management that through some process of elaboration and special adaptation contribute to the successful conduct of such a class industry; and that conversely, disregard of these principles tends to diminish growth of the business, lessen the profits and permit a combination of conditions to exist of a nature undesirable to the conduct of such an industry.

MANAGEMENT, or more properly speaking, the management movement throughout American industry in general has, within the past few years, received a tremendous impetus due to the highly competitive state of industry; competitive through price, advertising and special appeal. It has been found absolutely essential to apply the most sound principles of management in order for an enterprise to survive, to say nothing of expansion.

It has, therefore, been natural that agencies have seen fit to foster the scientific management movement. The work of the pioneer in scientific management has been carried on and enhanced by the Taylor Society, an affiliation of the American Society of Mechanical Engineers, named in honor of the recognized founder of the management movement.

For many years there have been evolved, partly from Taylor's four laws and partly an accumulation of general experience, a multitude of underlying and regulative principles which have been advanced as possible "laws" of manufacturing management.

APPROXIMATELY two years ago L. P. Alford, a well known figure in the A. S. M. E. whose

breadth of experience has been long and acknowledged, presented a code of forty-two laws, or "regulative principles" which were considered to be of general application to all industry. While these "laws" have not been accepted as laws on account of the very nature of management which is subject to various and varying conditions dependent upon human conduct preventing exact measurement or precise prediction, they have been accepted as fundamental in concept and as true, perhaps as can be expected with present-day knowledge. Management as a force regulating the expenditure of labor and capital in the conduct of manufacturing enterprises, therefore, has at least a codification of principles which are most worthy as guides in the conduct of manufacturing enterprises.

I have conceived that it might be worth while to view certain of these "laws" from the standpoint of the packaging industry for two reasons.

First. To subject these "laws" to discussion in order that if certain provisos or exceptions exist they may be brought out and therefore aid in the general accumulation of data which inevitably substantiate or reject in part or as a whole any stated "law".

Second. To bring to the packaging industry, if possible, through the modest experience of the author, a codification of general principles which may be applied with a fair degree of warranty in a similar manner to the "standard" or "best" practices of metal trades, which were the first to formulate and make use of "management methods".

I will, therefore, propose a series of articles, consideration of some of Alford's codification by the packaging industry with certain exceptions, provisos and limitations that may seem worth while

It is hoped and sincerely desired that the readers of this series will investigate the plausibilities of these principles and will augment, enlarge upon, or take exception to and cite necessary provisos to the extent that conduct of such an enterprise may bring out through experience.

Since I wish to give consideration primarily to the packaging indus-

try, it would seem wise to exclude from discussion such laws or regulative principles as clearly work out equally well with one industry or with another. Attention then will be given to thirty one regulative principles that could properly be viewed especially in the light of the packaging industry.

These "laws" will be taken verbatim from Alford's paper. Their statement in some cases will be given not fundamentally different from Alford's but as applicable to the manufacture of individually packaged merchandise. In some instances such statements will be given exactly and in such cases will appear in quotation marks as well as in italics.

1. LAW OF DIVISION OF WORK

Subdividing work so that one or only a very few manual or mental operations can be assigned to a worker greatly tends to improve the quality and increase the quantity of work.

In other words the fewer the mental processes and muscular operations the more likely it will be that the work will be done better and more rapidly.

By way of examination we might consider the hand insertion of articles into folding boxes where the variety does not warrant automatic machinery which up to the present moment has not proven highly successful except as "single purpose" machines that are designed for handling one size and shape of folding box or carton.

The continuity of operations consists of opening up the carton, tucking in one end, insertion of article or articles, and tucking the other end.

Since this law does not include a statement of relative costs we are not concerned at this point with a decision that the work must be broken down into the above operations to be carried out by separate operations in order to insure minimum costs; but rather that the elements of quality and time for each operation will be increased and diminished respectively under such conditions.

A distinction here is necessary since other conditions may enter in to make unwise the application of the law.

THIS LAW has been tested out on such work and found substantially true, particularly with small

cartons. With the use of a conveyor belt it has been found that an operator will open up and partially square up as high as sixteen thousand cartons per day. A wooden "knife" fixed to the stationary working side of the table was used. It was so shaped as to automatically square up the carton as it was slipped over the knife. The carton was pulled off the knife and tossed onto the belt. A handful of cartons was taken from a box set alongside the operator and fed to the knife.

As the partly squared up boxes moved down the belt a second operator lifted the carton from the conveyor, bent over the side flaps and tucked in the finish flap. Other operators inserted the objects taking them from a box or a pile at their elbows. The final operation was tucking in the top flaps.

It was found that by breaking down the work into these elements some of the tuckers became so dexterous as to do the operation with a single hand, with either hand, resting the other and with both hands in some instances. The latter condition was true only of occasional operators and was unnecessary. It was advantageous, nevertheless, in taking care of a temporary accumulation or unusual bursts of speed.

The work took on the aspect of skilled labor to be sure but nevertheless production warranted the training of operators in this way.

While citing a single instance proves no law, it serves to illustrate it and suggests that under similar conditions similar results can be obtained.

There was also an improvement in quality of work. A poor looking package can result from bending the flaps, or from failure to insert them all the way. It was found that with increasing dexterity a worker would deliver less packages with bent or cracked flaps, with no decrease in production.

AN EXTENSION of this law is found in the utilization of devices and machinery which should be considered apart from the labor saving automatics. That is, where certain muscular motions can be eliminated through devices or where mental processes are likewise lessened there

is, as the law implies, a tendency for the quantity and quality of the work to be increased. In some instances where only a few thousand packages are to be filled and labeled per day, it seems unwise to invest much money in labor saving machinery, which if operated to full capacity would remain idle, and furthermore during its operation would require finishers which could not be utilized advantageously after the lot had been packaged. And so it is. But in most instances even though there be no reduction in the number of operators required, the breaking down of the work elements, and the elimination of some through the use of a mechanical device will increase the output and quality of the work. Whether the saving justifies the application of the law in more than paying for the maintenance and interest on invested money depends upon the conditions of production and labor costs.

It should be remembered that when giving consideration to this law, one should not confuse the reference to "tendency" with an implication that progressive breakdown means always progressive reduction in costs. The degree to which work should be broken down into its elements must be considered in the light of other contributing factors, such as size and frequency of "run", simplicity of muscular motion and mental energy; relative length of periods of carrying out cycle of work element and transfer to worker for subsequent operations.

By breaking down the elements of work into the simplest, two advantages accrue, particularly with large scale package production. Packaging machinery can be purchased or built to do mechanically the simple work elements, and also the manufacturer can employ only such skill at corresponding wage rates as is necessary to carry out these elements.

There is no industry, perhaps, which lends itself more to this principle than that of packaging since the work elements when done by hand are fairly readily learned and where machinery is employed, only a "tender" rather than operator is often required.

2. LAW OF DIVISION OF EFFORT

Assigning as few manual or mental

operations as possible which a worker is adapted to perform tends to improve the quality and increase the output per individual.

In other words the first law is extended to include special adaptation of the worker. These laws seem almost axiomatic, and yet there is evidence that too little attention is being given to their regard, if indeed they are worthy to be called laws.

Packaging operators, like any other operators, are of varying degrees of intelligence, ability and conscientiousness, and in the light of these general characteristics they are hired and fired according to the superficial results of their work.

It is, perhaps, not amiss to subdivide these characteristics in such a way as to include operators of distinctly different types. Observation seems to justify such a classification.

1. *"Mechanically" inclined*: Take readily to machine operation, enjoy that sort of work.

2. *"Mechanically" disinclined*: Do not watch conditions of machine or conditions of containers, and working material. Cannot depend on them except on machines which are practically foolproof.

3. *Neat type*: Work characterized by neatness, uniformity, and steady output, but not rapid.

4. *Nervous type*: Require work which permits moving around somewhat. Not content to sit in one position and perform work requiring a high degree of care. Good producers on the right sort of work.

5. *Lethargic type*: Work of low order both as to quality and quantity. Disinterested.

6. *Plodding type*: Steady producers. Cannot be assigned work requiring ingenuity, skill, or rapidity of muscular or mental operations.

7. *Highly dexterous*: Rapid hard workers: muscles readily coordinated, good intelligence, work appears relegated almost to subconsciousness.

These seven types do not describe all operators, nor do all operators fall sharply within these groups. Nevertheless in a general way, their dominant characteristics fall within these groups.

If, then, we are to apply the second

"law", namely, "Division of Effort", we will do well, perhaps, to consider workers for their work in accordance with such discoveries as one can make after trying them here and there in the packaging operations.

NEITHER modern intelligence tests nor adaptability tests can guarantee success of or to the worker. The human equation has defied precise measurement and exact prediction. The "total situation" or the sum total of conditions influencing the conduct of humans prevent assurance that the individual will be successful at a particular job indicated through intelligence tests. Not until the tests are made under actual operating conditions can one be certain as to the work best fitted for the individual.

It is readily possible to visualize the various packaging operations and classify them so that each class can be taken care of by the operators whose characteristics bring them within such a class. It is most certainly impossible to obtain the "ideal operator" except in rare instances. In such cases he or she should be available as instructor or supervisor.

It is, therefore, advantageous to hire operators of reasonable intelligence and to locate them in various departments or at such work as will make use of their dominant characteristics.

For instance a highly nervous girl could be used where the work requires moving about; where sweeping muscular motions are required. Packing into corrugated shipping cases for either an automatic sealer or hand fed compression unit has been found satisfactory work for this type.

Only a "mechanically inclined" type is suitable for operating either semi-automatic or automatic labellers. Conditions of glue, wipers, cleanliness of machine parts and minor adjustments affect output. Some operators "catch on" to these conditions readily.

The "dexterous type" is suited best for hand work on a packaging belt. At the same time some hand wrapping work can better be handled by the neat type with less spoilage and a better looking product.

The "plodding type" can be used on work where a mistake is not likely

to be made; not much muscular skill or mental agility is required; and on work of such monotony that the other types would quit.

IN OTHER WORDS, it is a fact to remember, first, that one can not always get the same type of labor. The answer must then be to subdivide the work into elements adaptable to the available human energy; and secondly that by so doing we get the maximum output per worker. Furthermore as Babbage states, "by dividing work to be executed into different processes, each requiring different degrees of skill and force the manufacturer can purchase exactly that precise quantity of both which is necessary for each process".

While in many cases a packaging foreman will observe a difference in output or quality among different operators, and make use of his observation, it is perhaps the exception rather than the rule that a definite classification of operators is made and in laying out or planning the work, consideration is given to the available types of workers as to available machines.

Officers of Paperboard Industries Association Elected

THE following officers have been elected by the Paperboard Industries Association to serve during the ensuing year: President and Chairman of Executive Committee, W. J. Alford, Jr., Continental Paper Co., Bogota, N. J.; Vice-Presidents: Paperboard Group—E. R. Hankins, Container Corp. of America and Mid-West Box Co., Chicago, Ill.; Container Group—J. J. Brossard, Fort Wayne Corr. Paper Co., Fort Wayne, Ind.; Folding Box Group—H. S. Hinkle, National Folding Box Co., New Haven, Conn.

National Canners Convention

THE National Canners Association will hold its Chicago Convention, Jan. 23 to 27, 1928. Headquarters will be at the Stevens Hotel. In addition to the exhibits shown, technical and business sessions will be held. As customary at these meetings, a large attendance is anticipated.

Kraft Adds a Package

Adopts Fibre Can As Container for New Cheese Product—
Standard Trade Mark Ties Up Nukraft with
Established Line of Foods

NUKRAFT, an addition to the line of nationally known cheese products manufactured by the Kraft Cheese Co., Chicago, makes its debut in a new package, or rather a package which is substantially different in construction from others used by that

up with the established products of that company from a package merchandising standpoint is indeed a complete one.

The package, which was previously described in MODERN PACKAGING and is known as the "Sani Seal" container, is a composite two-part can consisting of a spiral-wound base and a convolute cover. The base is made of solid manila board the outside ply of which is tinted a light blue. The standard Kraft products trade mark appears in red and conforms to the



Display carton for
fibre cans

company. However, it will be noted that the characteristic trade mark is prominently evident and that the tie-

general color scheme of the new package.

The cover is of the convolute-wound type made of full bleached sulphite board with paraffine as the only adhesive. The top and bottom discs are sealed to the cover and base wall respectively on a special machine that actually molds the board in the presence of heat and does not employ the usual spinning or crimping method.

This particular style of package was adopted because it seems to be increasing in popularity. Cheese, such as Camembert and Swiss Gruyere, has been sold in similar types of packages for years. Nukraft is packed in a similar way in half-pound cartons filled by gravity, the carton closed by hand and then packed in an attractive display carton, six to a shipping case.



Fibre can used for new Kraft product

EDITORIAL COMMENT

Looking Ahead

BUSINESS during 1928, according to Andrew W. Mellon, Secretary of the Treasury, is to be better. Throughout 1927, says Mr. Mellon, employment was steady, wages were maintained at a high level, living costs were lowered due to declining commodity prices and the purchasing power of farm products enhanced as measured in terms of non-agricultural products. All of this resulted in a sustained purchasing power on the part of the public generally which contributed to the stability of business and industry. With underlying conditions sound, living costs lower and deterrent factors disappearing, Mr. Mellon believes we may look forward to continued progress in the year ahead.

This note of encouragement will be interpreted by each of the many industries in this country in terms of factors that bear on their individual situations. Obviously, all cannot hope for the same optimistic outlook—some can be expected to take a recession, others of course will advance to higher levels—but the fact that the average result is to be one of progress is most encouraging.

It is perhaps difficult to arrive at any definite predictions for an industry which presents as many ramifications as does packaging or that strata common to practically all of the merchandising trades or industries which we have called the packaging industry. It is obvious of course that all of those industries which may be expected to show advances and progress will pass on a corresponding benefit insofar as the use of packaging equipment and supplies is concerned. Therefore, any general forecast that is to be made must take into account the average status of all the fields represented. This in itself represents a somewhat complex study, but readers of *MODERN PACKAGING* will be interested to know that plans are now under way for a comprehensive survey that will secure all of the information necessary to arrive at definite conclusions concerning packaging operations.

In reviewing the past year, however, it is to be noted that decided progress has been made in three definite directions, each of which offers a promise of continued and increasing value to manufacturers of packaged merchandise as well as to producers of packaging equipment, service and supplies. These three are to be found in the advances made in the design of automatic and semi-automatic equipment, the dress of the packages themselves and the materials used in the fabrication or make-up of the packages.

Practically all of the manufacturers of machinery for folding, weighing, filling, sealing, labeling and similar operations report increased business in 1927 and an optimistic outlook for 1928. There has been a decided swing from manual to semi-automatic and automatic methods

and a demand for faster and larger volume equipment and for designs that will perform more and varied functions. The recognition of packaging work as a production operation has caused an application of the same principles of efficiency—speed, service and low costs—that apply throughout all industry. That machinery manufacturers recognize this responsibility is evident in the intricacy and utility of the many designs that are now obtainable.

In many of the industries where packaging is a factor, the competition for sales has ceased to be a competition between the merchandise contained in the package and has become one in which the packages themselves are the deciding factor. This condition, which is increasing, has caused producers of merchandise to take stock in the design of their packages; to study not only the make-up of the container itself but also—and this perhaps is more important from the standpoint of the buying public—to consider the illustrative properties or the dress of their containers. A demand on the part of the buying public for symmetry, beauty and appropriateness has demonstrated that a producer cannot expect to compete if his package is below standard in appearance regardless of the merits of his merchandise. This condition has brought about a decided trend towards the artistic in package design and in many cases only a mere beginning has been made.

Materials for containers, liners, labels, wraps, adhesives, etc., are no longer selected on a hit or miss basis—at least among those users of packages who have come to realize the economic value of the container. Manufacturers of such materials are called upon to present analyses and tests, and specifications must comply with standards established by packers as well as the producers, who in many cases maintain elaborate laboratories for the purpose.

In each of these three trends additional progress may be looked for during 1928 and the following years. For the user of packages, this progress means added impetus to the sales of his goods; to the producer of equipment and materials used in packaging, a better appreciation of his products and a greater turnover for his merchandise. Not a bad set-up, and one which will parallel quite closely with Mr. Mellon's predictions!

Truth in Packages

REFERENCE is made in a recent editorial appearing in the *New York Times* to the adoption by the New York Public Library of gay colored bindings for books. Such a plan is characterized as good merchandising—it should keep the library's stock moving and at the same

time add cheerfulness and attractiveness to the surroundings. The effect of properly selected colors for packages is well known—the same principles applied to other commodities are helpful to a marked degree in any sort of merchandising.

We take exception, however, to the term "sugar-coated binding" which our contemporary chooses to use in the above mentioned item. Sugar-coated, as we understand it, indicates a covering that conceals something, and that something may be distasteful to the senses. While it is true that many of the present-day books are open to certain criticism and that a handsome binding may hide an obnoxious or second-rate content, it is quite probable that the worthy officials of the library were not influenced by any such motives.

The public has come to regard wrappings and coverings of packages as an outward indication of the goods contained—quality and other attributes must be manifest at first glance. It would seem that this condition is in no way different from other commodities that make an adoption of the principles so successful in packaging. The package has demonstrated its usefulness and has a definite place in the advertising scheme of things. Believing firmly in "truth in advertising", therefore, we take the stand that the veracity of the package must not be questioned.

Economics in Package Production

PRODUCTION and distribution are, of course, by-words in every industry. These two factors underlie our entire economic structure and are perhaps of more importance than any other consideration with which civilization must concern itself. Goods must be produced and merchandized, and the operations surrounding each must be conducted in such a way as to permit at least a fair profit to those who undertake to supply such commodities. We have heard a great deal about waste in industry—leaks in production and in distribution. Constructive thinking and planning has performed wonders in the correction of these shortcomings. But while the general surveys in this direction have been helpful, there still remains much to be done in the individual industries and this, naturally enough, can best be worked out within the industries themselves inasmuch as the problems are those that are peculiar to them.

Packaging as a production operation involves many conditions that are common to ordinary factory practice, and in this particular the progress in efficient methods has followed the general trend. The average manufacturing company making use of packages is able, therefore, to apply the experience gained through its production of merchandise—from the raw to the finished material—to its packaging operations. But as the latter increase in volume and in number of types and designs, the problems become more specialized and necessarily require particular study.

In this issue we present two articles that bear directly on production operations in packaging. Mr. Chase in his article, "Manufacturing Management as Applied to Packaging", takes into account the relationship of packaging opera-

tions to other productive work. He applies certain regulative principles that are to be found in all industries to packaging work and at the same time elaborates those basic laws to fit the individual problems of packaging. Mr. Allen in his article, "The Importance of Ink Technology in Package Making", deals with a phase of production that can be considered as special and individual to packaging operations. Each article will be welcomed as distinct and valuable contribution to the economics of our industry.

The Growth of Packaging

AN editorial appearing in a recent issue of *Advertising and Selling* calls attention to the startling number of brands in the toilet goods field. Each of these, be it understood, is packaged, the design of course conforming to the individual ideas or plans of the producer. "There are 1,200 face powders, and probably 3,800 shades of face powder! There are 26 separate types of toilet creams, and 1,426 brands. There are 75 shaving creams and 24 soaps; 57 hair dyes, 45 restorers, 212 tonics, 232 shampoos and 96 deodorants. Finally there are seven types of dentifrices, and a total of 402 brands; 164 of them pastes."

Follow through with similar compilations as applied to other fields in which the package is a production and merchandising factor—MODERN PACKAGING has classified these into twenty-eight general groups—and the total indicates some measure of the importance of the packaging industry.

L'envoi

IT is fitting that the first issue of MODERN PACKAGING for the new year should announce the selection of members of the Consulting Editorial Board for it is naturally a time of new resolves, of new plans and the laying of new foundations. We feel particularly fortunate in obtaining the consent of these men to serve on the Board. That they are willing to give their assistance and the benefit of their experience to problems of the industry is a decided mark of favor and one that reflects great credit on the progress that has been made in the various branches of packaging. These men know whereof they speak. Each has made a study of his own specialty and is experienced in the many problems which surround that particular operation or work. They are recognized authorities actually engaged in and keeping step with the progress made in the various phases of packaging.

It is not our intention, however, to limit this board to six members, for it will be realized that there are other angles to packaging than those which will be dealt with by these men. It is expected that the ultimate board will include a completely rounded out group that will cover every possible phase of work in the field.

To make such a selection is not the work of a few individuals. It requires cooperative effort, and in this we feel that readers of MODERN PACKAGING can be of great assistance. Suggestions for the selection of further members is therefore in order.

The Cordial Package*

Attractive Box Wraps in Special Designs Obtainable —
Finishes Dependent on Cost and Selling Price

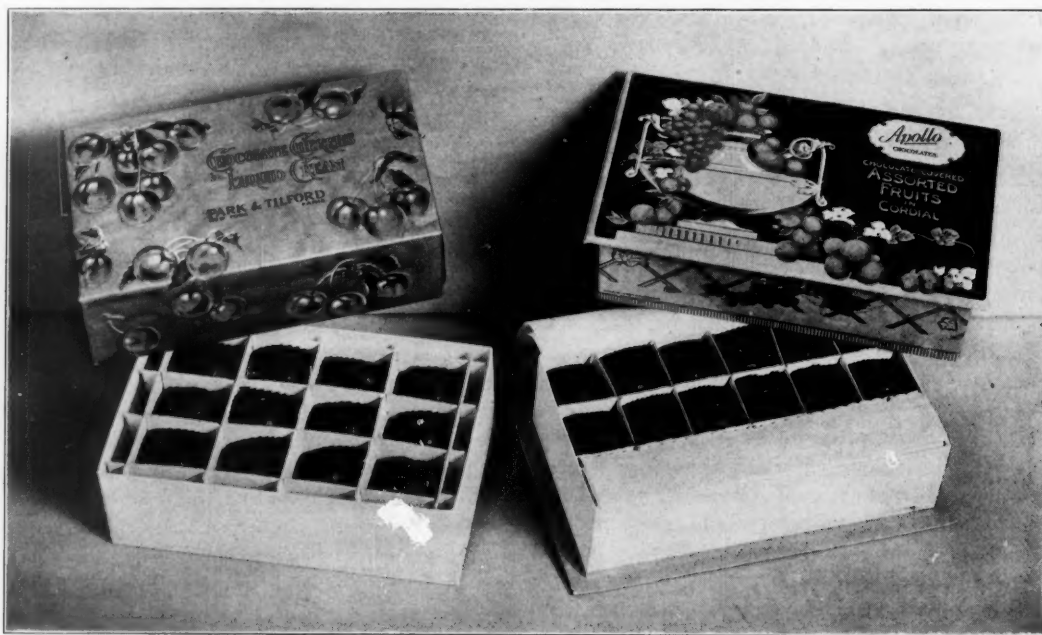
PROPER packaging is one of the most important factors in the merchandising of fruit cordials, especially of such popular and highly competitive numbers as chocolate covered cordial cherries, pineapple, etc.

The fruits employed as centers make particularly good subjects for elaborate and colorful reproduction on the box wrapper, and although the artists occasionally take liberties with nature in designing the sketches for such a package, it must be admitted that some of the most attractive and best selling

the stock paper. At least one large manufacturer of box cover papers is putting out a line of papers specifically designed for each of the more common fruits. Thus an appropriate wrapper may be had for chocolate covered cherries, chocolate covered pineapple, etc. These papers are printed with an overall design, reproducing the respective fruit, and in order that the manufacturer or dealer may make an attractive wrap of these papers it is only necessary for him to have his name neatly printed and embossed on the top panel,

In packaging cordial cherries or any other fruit for that matter, it is desirable to use the "crate" style or divider, thus providing a separate compartment for each piece. This divider has proved most satisfactory for this purpose, the extra strip along the sides of the crate providing cushions or air-pockets between the candy and the box, and insuring maximum protection in transit or in handling.

The appearance of the inside of the package may be somewhat enhanced by wrapping all or several of the pieces in attractive patterns of foil. European manufacturers are inclined to go to the limit in this respect, wrapping every piece with foil, especially printed with the name of the center or flavor. This practice of using specially printed wrappers is not generally recom-



Partitioned boxes with lithographed tops for cordial confections

numbers are to be found among this class.

There is probably no other one type of package to which printers and lithographers have their artists, both here and abroad, devote more time and energy in developing new ideas.

For the smaller manufacturer, whose production is not large enough to justify the higher cost of specially designed and printed box tops, there is

along with his trade-mark or slogan.

The box itself, for this class of goods, in the medium price class, is the conventional one or two layer (depending upon the spread desired) telescope style with loose-wrapped cover. In the case of the two layer box, the appearance is materially aided by the addition of a small extension bottom. In the higher price class the package can readily stand the higher cost of a padded top, extension-top-and-bottom box.

mended, however, as the manufacturer is apt to find himself with a large quantity of printed wrappers on hand in the event that certain centers or complete assortments are discontinued.

The outside finishing and wrapping of the cordial fruit package must be treated as are all other packages, the use of ribbons, cellophane or fenestra, etc., being governed entirely by the cost and selling price and the part of the former which may be allotted to packing material.

* Reprinted from November, 1927, issue of *The Manufacturing Confectioner*.

Your Package Is You

*A good package, well displayed,
can endow a product with
"personality".*

RIGHT now we hear much of a "Battle of the Giants," referring, of course, to the automotive industry.

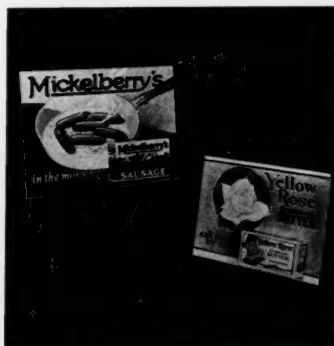
This so-called "Battle" is no less in magnitude than a mighty campaign being waged by food manufacturers inviting favor in the *Great American Appetite*.

We find some products earning permanent profitable success while others live for a brilliant interval and then retire unnoticed into a slough of liability.

Just what characteristic is it that earns public favor for one; while another, struggling for popular appeal, rides to an early grave?

Assuming first that the product is right (and this applies likewise to confections, hardware specialties, toilet articles, etc.) sales are made and good will gained **THRU DIRECTION OF AN INTELLIGENT PROVEN MERCHANDISING PLAN.**

It is a fortunate circumstance for the merchandising of any product if it can be packaged. A good package acts not only as a utility but as an advertising force as well. The package is the "personal" representative of the manufacturer that talks to the consumer at the point of sale, and furthers a friend-



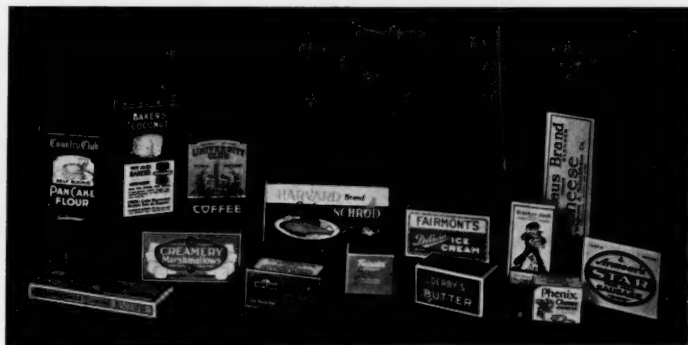
ship in his home. It identifies the brand, protects the contents, and guarantees consistent quality and correct weight — but most important of all, **ENCOURAGES RE-SALES.**



Illustrations are shown here of a few folding cartons, counter display containers, and a new type of package display piece recently produced by the Sutherland Paper Company of Kalamazoo, Michigan.

The Sutherland people have a large and complete plant for the production of folding cartons and carton display material. Complete supervision of all steps from creation of original designs to completed cartons are covered under one great roof.

Those reading this who are interested in developing a new package, improving one now in use or contemplating counter display containers, display pieces, etc., are urged to write the Sutherland Paper Company, Kalamazoo, Michigan, for samples, prices, and other special information. These services are extended to you without obligations whatsoever.



TRADE CATALOGS

IN EACH ISSUE, under the above heading, will be listed catalogs, trade booklets and similar publications received, together with a brief review and comments on the material contained in them—Editor.

Greeting Cards for Packages: L. A. Liebs Co., Inc., 312 East 23rd St., have recently announced in a four-page folder the "Bandvelope", which consists of a combined band and envelope, artistically decorated and with a greeting card enclosed. No pasting is necessary. The band is folded on the scored lines, the side flaps turned in to lock the envelope, the assembly fastened around the package and the card inserted. The "Bandvelope" is made for all occasions including birthdays and anniversaries. They may be used on standard packages where a personal greeting card would be an added feature and will also be found convenient where it is desired to include a booklet describing the quality and varieties of the goods contained in the package.

Tissues and Glassines: Beekman Paper & Card Co., 137 Varick St., New York, issue a sample book showing colors and designs in decorative tissues and glassines for envelope linings, advertising novelties and other purposes.

Stenciling Equipment: Marsh Stencil Machine Co., Belleville, Ill., have recently issued a 14-page booklet, "The Marsh of Progress," which outlines in interesting fashion the "biography" of the Marsh stencil machine. Auxiliary equipment for stenciling work is also mentioned.

Fibre Containers: Paperboard Industries Association, 608 South Dearborn St., Chicago, Ill., have distributed a 12-page booklet containing a reprint of an address given by Frederick Simpson at the annual convention of the Western Traffic Conference, Tacoma, Wash., on May 17, 1927. The paper discusses unit packing and distribution and places special emphasis on the use of fibre containers in shipments.

Bottling Machinery: The December issue of *Bottling and Packaging Engineer* includes illustrations of bottling and packaging equipment used at the plants of Smith Brothers, Poughkeepsie, N. Y., and The Ho-Ro-Co. Mfg. Co., St. Louis, Mo. Other equipment manufactured by the U. S. Bottlers Machinery Co. is shown.

Metal Caps: "Sealing Elusive Products" is the title of a small size, 10-page booklet issued by the Phoenix-Hermetic Co., 2444 W. 16th St., Chicago, Ill. This illustrates and describes the advantages and applications of the Phoenix Compo Cap. Several types of capping machines are available for the application of the described caps.

Electric Trucks: Walker Vehicle Co., State and 87th Sts., Chicago, Ill. have issued a 64-page book, "Mapping the Way for Thoroughly Satisfactory Deliveries on City Routes." The book is well illustrated, contains suggestions for the selection of trucking equipment and gives the advantages of Walker electric trucks and other pertinent information. The illustrations shown indicate a wide application for trucks in various branches of industry.

Waxed Glassine in Wrapping Brick Ice Cream

THE effectiveness of waxed glassine as an insulation in the wrapping of brick ice cream is shown in the following test:

A pint brick of ice cream in a carton was taken from refrigeration where it had been stored forty-eight hours at a temperature of 12 degrees below zero. This carton was wrapped in 29-lb. Riegel's waxed glassine and heat sealed by hand by the application of a piece of iron previously heated. Due to this crude method of sealing the wrapper was not tightly sealed but was the best that could be done with facilities at hand. After being wrapped the sealed carton was then put back in refrigeration at a temperature 12 deg. below zero for fifteen minutes to overcome the effects of the heat applied in sealing.

The wrapped carton of ice cream and a companion carton unwrapped were then taken from refrigeration and let stand on a table in the laboratory for forty-five minutes. Temperature in the laboratory was 80 deg.

After forty-five minutes both packages were opened and examined. It was found that the ice cream in the carton which had not been wrapped was melted down to a mushy state and dripped and ran down in little rivulets while the ice cream in the carton which had been wrapped in waxed glassine was still firm and solid. It showed slight traces of melting along the edges of the brick.

The above test made in the laboratory of The Breyer Ice Cream Co., at their plant in Long Island City, in the presence of their plant manager, Mr. Schaffer, and their chief chemist, Mr. Karl on December 12, 1927.

Hinde & Dauch Buys Plants

SEVEN additional plants have been bought by the Hinde & Dauch Paper Co., giving the concern a total of 28 units in the United States and Canada. The new concerns absorbed are J. M. Raffle Co., Baltimore and Thompson & Norris Co., with plants in Brooklyn, Boston, Brookville, Ind., Toronto, Montreal and Quebec.

FOR YOUR CONVENIENCE

MODERN PACKAGING, 11 Park Place, New York City

Please enter my subscription to Modern Packaging for—

☐ 1 year—\$2.00 ☐ 3 years—\$5.00 ☐ Send Bill ☐ Check attached

Name Position

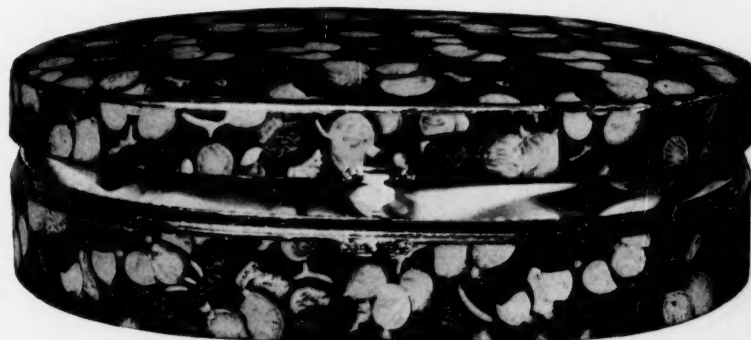
Company

Address City State

Subscribers ordering a change of address are requested to notify us at least two weeks prior to the date of the issue with which it is to take effect.

"FOR THE PACKAGE THAT SELLS"

In this age of beauty--The buyer of Boxes who carefully selects his cover paper, specifying Keller-Dorian Cover Papers, is following the only sure path to "The Satisfied Customer". Beauty, visual appeal, that elusive "Something New" is easily found in the Keller-Dorian line.



KELLER-DORIAN PAPER CO., INC.
One Hundred and Ten Fifth Avenue, New York, N. Y.



Figure 1
Lift lid and bend
on scores insert-
ing back of
contents.



Figure 2
Push up rear end of carton
from underneath until both
scored corners can be
folded in under bottom
supporting it.



Figure 3
Carton ready
for display.
PATENT APPLIED FOR
BY RICHARDSON CO.

A DISPLAY CARTON of the ELEVATING TYPE

The display carton illustrated is a recent development of our SERVICE and DESIGNING DEPARTMENT and is receiving very favorable reception due to its distinctive advantages, which are:

1. Ease of assembly for packing — made in one piece.
2. Simplicity of elevation for display by merchant.
3. The display lid is held in a firm upright position, will not flop or sag.
4. Economical construction.

We will gladly supply samples in your size.

THE RICHARDSON COMPANY
Lockland, Cincinnati, O.
MAKERS OF FOLDING CARTONS

MACHINERY AND EQUIPMENT

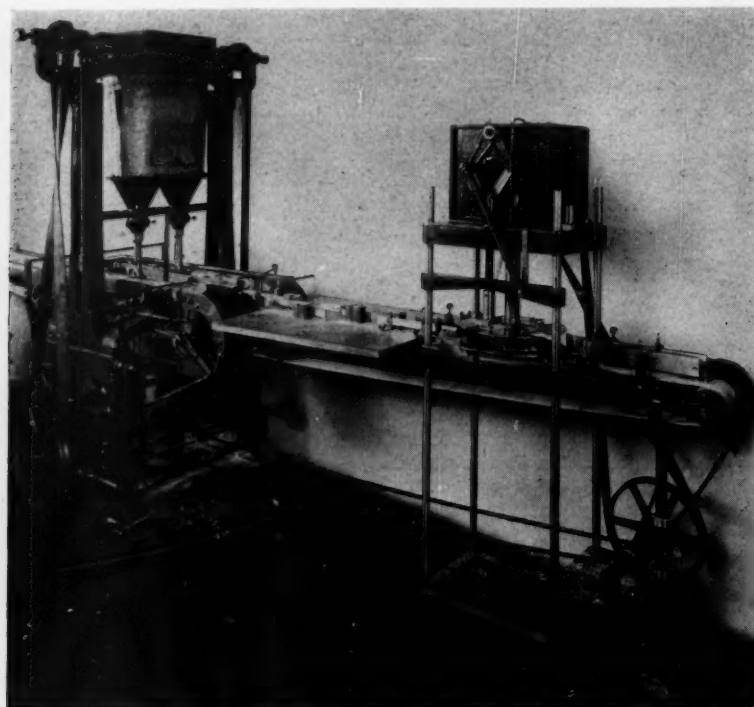
Equipment for Filling and Seating Square Cans

THE accompanying illustration shows two independent automatic units directly connected to cooperate in filling a powdered medicinal product into square cans and for seating their slip covers. This installation was recently made by the Na-

along a conveyor at the extreme left and are alternately transferred in pairs to parallel conveyors which carry them beneath the twin filling stations. Here deaerating augers fill the cans on a basis of a volume measurement regulated by the adjustable cam shown just between the intermediate pulley and the end of the starting lever. Before the filling operation takes place

only to different sizes but also to oblong and for round cans. The twin filling unit may when desired be equipped as a packer in which the receptacles completely telescope the filling tubes and their deaerating augers, thus forcing the material into the container from the bottom upward.

The twin stations of this machine may be equipped with snappy, four-pivot, agate-bearing scales which sensitively weigh the desired contents into the packages, thus providing complete automatic action throughout.



Filling and cap seating unit at plant of the Bisodol Co., New York

tional Packaging Machinery Co., at the plant of the Bisodol Co., Inc., 1926 Broadway, New York City, manufacturers of pharmaceuticals.

Of the three sizes for which this equipment is adjustable, or interchangeable, the smallest size is shown in the illustration and these small cans are handled in pairs throughout the process. This makes it possible to attain a production of from 90 to 120 cans per minute. On the larger sizes where the cans are handled singly the equipment has a normal rated capacity of 45 to 60 cans per minute according to their relative capacities.

The operation of the equipment shown is as follows: Empty cans come

the cans are automatically elevated so that their openings tightly engage a flexible gasket—thus the operation is as nearly dustless as possible. The cans are diverted in alternate pairs to two girls who stand facing each other at the shelves between the two units and lay the slip covers loosely in position. The cap seating unit then drives each lid down to a predetermined level, or a desired degree of tightness. A safety timing device prevents a can or cans from entering the cap seater turret prematurely, thereby eliminating the possibility of damage.

This equipment is quickly and easily adjustable, or interchangeable, not

New Lock Cover Can

A CAN with a sealing and locking top that is said to be simple in construction and may be opened and closed repeatedly without damage to the locking feature, has recently been placed on the market by the Federal Can Co., Nashville, Tenn. The can is intended to combine the advantages of a sealed top with the simplicity of the ordinary slip-cover can.



Some of the advantages of this can are described as follows: This can is locked in place with three slip locks. When locked the cover practically becomes part of the can body, thus the contents are closed securely against damage in transit, accidental opening, etc. When the cover is in place the can is sealed practically air tight, insuring adequate protection to the product.

Only a quarter-inch turn of the cover is necessary to open the can. In closing, the cover is pushed flat on the can as with a slip cover. Unless it is desired to seal and lock the can, the cover may be left in this position, otherwise a slight turn to the right seals it. The appearance of the can is attractive, and it can be furnished either plain or lithographed.



MAY the spirit of Christmas—
erasing from memory any mis-
givings of the past twelve-month—
remain with us throughout the New
Year: remind us of the responsibilities
of prosperity, and that the soundness
of our prosperity rests solely upon us,
collectively and individually, in our
will to serve: strengthen our belief
in our fellow man and our loyalty to
our country.

WHITING-PATTERSON CO., INC.

Imported and Domestic Box Coverings

265 Canal Street
New York City

320 North 13th Street
Philadelphia

Represented by

SWIGART PAPER CO.
717 South Wells St.
CHICAGO

THE JOHN LESLIE PAPER CO.
301 South Fifth Street
MINNEAPOLIS

WALTER WILLOUGHBY, INC.
72 New Montgomery St.
SAN FRANCISCO



Glues and Gums for Modern Packaging

Whether your work is done by hand or machine, this organization can always supply you with the right adhesive for your work — and save you money.

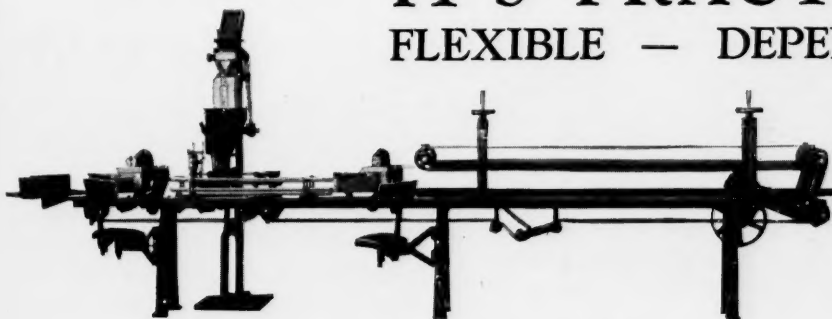
Every Arabol product is backed by a reputation of more than 40 years, and the facilities of the largest adhesive plants in the world.

The Arabol Manufacturing Company

New York:
110 East 42nd St.

Chicago:
(Cicero) Ill.

IT'S PRACTICAL FLEXIBLE — DEPENDABLE



CLASS SA TOP & BOTTOM CARTON SEALER
TWO OPERATORS NO CARTON WASTE

BECAUSE
Carton Forms
Complicated Parts
Numerous Adjust-
ments
Mechanical Atten-
tion and
TROUBLE
Are All Eliminated.

PRODUCTION — Up to 10,000 packages per day.

RANGE — All sizes and shapes of cartons.

ADJUSTMENT — 10 minutes. For complete change of carton size and material.

FLOOR SPACE — 3½' x 18' (1—one H.P. motor req.).

GUARANTEED — To seal cartons perfectly and weigh accurately.

Write for Our New Catalogue on SUCCESSFUL PACKAGING MACHINERY

TRIANGLE PACKAGING CO., INC.

416-420 W. Huron St., Chicago, Ill.

WESTERN REPRESENTATIVE

F. TODT, 443 SAN PEDRO ST., LOS ANGELES, CAL.

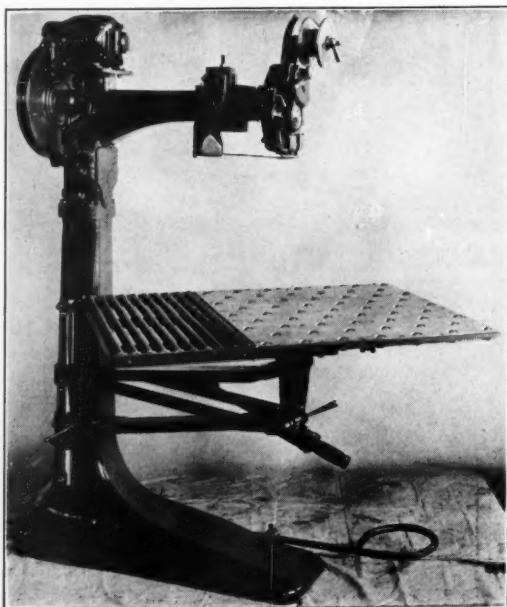
Genuine Vegetable Parchment and Waxed Papers

for wrapping foods and the lining of food packages and cartons are in such general use today that argument in their favor is superlative.

CAUTION

Merely be sure that you use *Genuine Vegetable Parchment* and there *is* a way for you to be sure. Our research and testing departments are at your service and at no expense to you.

Kalamazoo Vegetable Parchment Company
Kalamazoo, Michigan, U. S. A.



Put Your Problems Up to Us

Forty models are in the Bliss line of wire-stitching and adhesive sealing equipment. Among them is certain to be a model suited to handling your work better, faster and more economically. If not, we'll build one. Any manufacturer using fibre or corrugated shipping boxes can profit through the use of Bliss equipment. It will not cost a penny to find out how much.

Simply avail yourself of our free engineering service and trial offer. In other words, put your problem up to us and make us prove our story.

H. R. BLISS COMPANY, Inc.

Manufacturers of adhesive sealing and wire stitching machinery for fibre containers of every description.

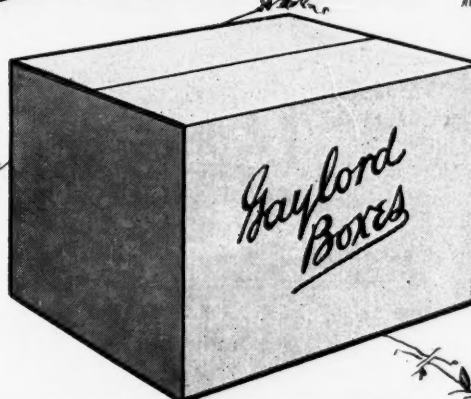
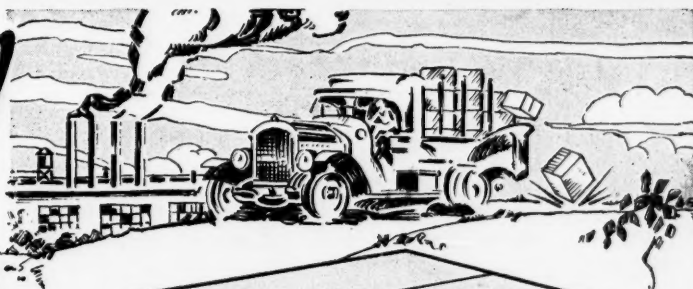
NIAGARA FALLS, N. Y.

50 Church St., NEW YORK

360 Grove St., SAN FRANCISCO

Transportation Bldg., CHICAGO

Demand!
Containers
that are
STRONG
and



R V G G E O

ROBERT GAYLORD, INC.
GENERAL OFFICES SAINT LOUIS

ESTABLISHED 1889



INCORPORATED 1895

"EXPERIENCE IS A GREAT TEACHER"

More "Nationally Advertised" products are labelled and sealed with MIKAH GLUE than with any other brand, because they are

EFFICIENT and ECONOMICAL

Products — scientifically built — with a factor of safety to compensate for variations in temperature, stock, *speed* and size.

OUR MOTTO IS: *"Quality and Quantity Production; Elimination of Waste."*

NATIONAL GUM & MICA CO.

Home Offices — 820 Greenwich St., New York, N. Y.
Factories—Dunellen, N. J.—Chicago, Ill.—Boston, Mass.—Toronto, Can.
Warehouses and Offices in all principal cities.

WEIGHS AUTOMATICALLY

Gives a Printed Record of the Weight

This device, the "Weightoprint," will give you automatically a *printed* record of the weight of any part or container as it passes over the scale on a conveyor. It prints the weight on tape, stickers, boxes, labels, tickets—in single or duplicate.

Eliminates Possibility of Errors

All possibility of errors is eliminated for the "Weightoprint" is automatic. There is no guesswork, no careless readings, no forgetting. You get your report of the weight of each part or lot in individual weights with sub-totals, and grand totals. The record is indisputable.

The "Weightoprint" comes in capacities of from three grains to one hundred tons. Can be installed on any conveying system.

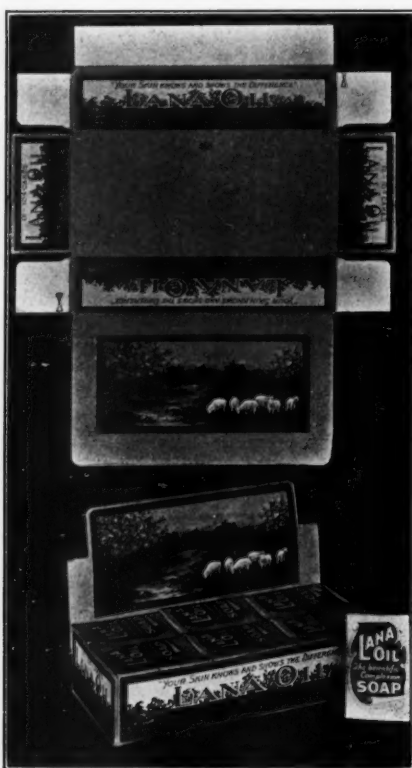
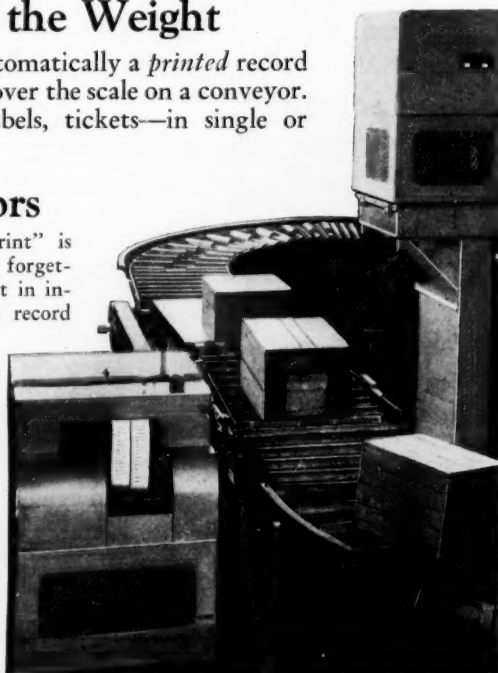
Send for Details

Write us today for particulars of this weighing device. See what a remarkable time-saver it is. Stop your weighing losses. Eliminate errors. The "Weightoprint" will do it. Get complete information now. No obligations.

MERRICK SCALE MFG. CO.

182 Autumn St.

Passaic, New Jersey



"Brightwood" Three-Process Boxes

- (1) Printed or Lithographed (2) Cut and Creased
(3) Machine Formed.

Are Selling Goods

They are simpler and stronger than other counter displays—therefore they are *more efficient*.

They require less material and labor—therefore they are *more economical*.

There is no string to this proposition. Any first class carton maker can supply the flat blanks. We sell the machine—*outright*—which automatically feeds and sets up the packages where and when wanted.

Many of these machines have been in successful operation for 25 years.

Send for certified operating and maintenance costs.

National Packaging Machinery Co.

181 Green Street, Jamaica Plain, Boston, Mass.

SAFEGUARD YOUR SHIPMENTS

with
Fibre-Seal

A PURE VEGETABLE GLUE

For sealing your fibre or corrugated paper shipping containers use *Fibre-Seal*

Fibre-Seal is manufactured in powdered form, 300 pounds to a barrel, enough to make 125 gallons of liquid glue.

This shows a direct saving in freight charges on the same quantity of liquid glue, plus freight on heavy iron drums, as well as freight on return of empty drums.

Fibre-Seal, being purely vegetable, is in no way injurious to the human skin, or to wearing apparel.

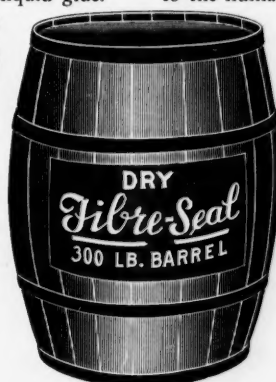
There is no crystallization. Every drop of *Fibre-Seal* can be used—hence, NO WASTE.

DIRECTIONS ARE SIMPLE

1. Use VERY HOT water.
2. Take 2½ gallons of hot water, at or near boiling point, to which add 6 lbs. (measuring bucketful) of dry *Fibre-Seal* powder.
3. Pour water in mixer first.
4. Add the powder gradually, stirring constantly, usually from five to seven minutes. This will produce a well-bodied, easy-flowing glue with strong adhesive power.
5. Work glue COLD.



Mixer



SPECIAL

With order for first barrel, for your convenience, we furnish, *without charge*, a four-gallon mixer with agitator, and also a measuring bucket, as per picture.

Price, 7c Pound, F. O. B. St. Louis

IT'S EASY TO SEAL WITH FIBRE-SEAL.

CONSUMERS GLUE CO.

ST. LOUIS, MO.



Measuring Bucket

TIN FOIL

MODERN TIN FOIL
MANUFACTURE

Makes

MODERN CHEESE
PACKAGING

Possible

MODERN MIDLAND FOIL

Makes Beautiful Packages
and Is a Highly Protective Wrapper
for
Chewing Gum — Candy — Cigars —
Cigarettes and All Kinds of
Food Products.

An Aristocratic Decoration
for
Ginger Ale—Grape Juice and
Other Beverages

FOR BEAUTY and UTILITY

Midland Metal Co.

1249-1289 SO. CAMPBELL AVE.,
CHICAGO, ILL.

For Sale at Sacrifice

Complete set of J. L. Ferguson Co. equipment consisting of Decapper, Net Weigher and Filler, Capper, Shrinker and Labeller for handling dry materials into cylindrical fiber cans approximately 3-¾ in. diameter 7 in. high at sixty cans per minute. Although set for 3-¾ in. diameter, equipment can be altered at very small cost to take either a larger or smaller can. Machinery in excellent condition having run only about sixty days as a sales experiment for a new product.

Address inquiries Box 121

Care of Modern Packaging

11 Park Place, New York, N. Y.

Are ? Overweights Stealing Your Profits?

If you are using ordinary scales it is practically impossible for you to avoid overweight. Of course, they are small overweights— $\frac{1}{4}$ ounces, $\frac{1}{2}$ ounces—but penny losses can break a man. It's the little leaks that sink a ship.

"EXACT WEIGHT" SCALES practically eliminate overweight packages by making small errors visible—and inexcusable. In a multitude of packages "EXACT WEIGHT" SCALES effect tremendous savings.

Magnified dial indication makes fractional ounce errors look like pounds.

Write today for our list of nationally known food packers that have proved that "EXACT WEIGHT" SCALES pay for themselves over and over in time and product saved.

SMITH SCALE CO.

Makers of

**"EXACT WEIGHT"
SCALES**

COLUMBUS, O.

TORONTO

MONTREAL

Makers of "EXACT WEIGHT" SCALES for every business, weighing $\frac{1}{32}$ oz., to 300 lbs.

This is the scale used by many of the leading food packers of the country. Capacity 3 to 21 lbs.



Solving the Shipping Problem

The solution of every shipping problem includes, besides the strength of the container proper, two important items:

- (1) The cost of the shipping case
- (2) Freight charges.

Bliss boxes offer the solution to your shipping problem.

Their unique construction requires from 8 to 20% less board than in ordinary containers.

The saving in weight is from 25 to 40%.

Bliss boxes are constructed like trunks with strength concentrated at edges and corners.

Bliss boxes are easily assembled and sealed on Bliss machinery. The labor saving here is enormous.

Consult with your local box maker for Bliss boxes. If he isn't licensed now, he can be on request.

H. R. BLISS
Company, Inc.
NIAGARA FALLS, NEW YORK
MANUFACTURERS OF SEALING & STITCHING MACHINES

CHICAGO
Transportation Bldg.

NEW YORK
50 Church St.

SAN FRANCISCO
534 Battery St.

Give Your Product Every Sales Advantage

by labeling it in such a manner as to make it outstanding. Good labels make attractive looking packages — help you sell the distributor, help the distributor sell the retailer and help the retailer sell to the general public. In short, they are advertising of the most productive kind.

The Parkway Printing Co. excels in fine printing of quality labels. We supply the entire requirements of the *American Druggists Syndicate* and many others of equal note and importance. Our customers have at their disposal a modern, fully equipped printing plant, with facilities for producing anything from a label, package insert, to a book or catalog.

We welcome a letter from you outlining your requirements.

PARKWAY PRINTING COMPANY, INC.

PRODUCERS OF PEERLESS PRINTING

400 LAFAYETTE STREET

NEW YORK CITY

Spring 3337-8-9

Sealing and Labeling GLUES

for
all types of
machine and hand work

Prices and Samples gladly furnished

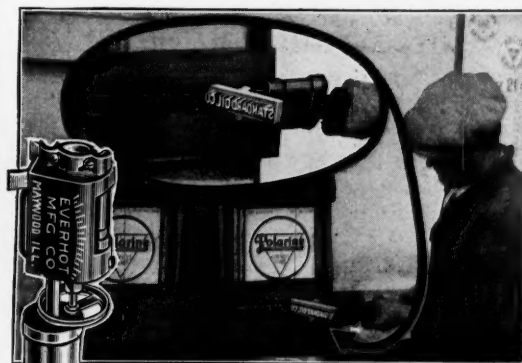


The F.G. FINDLEY CO.

Adhesive Manufacturers

MILWAUKEE

WISCONSIN



Thousands of Dollars Worth of Advertising FREE

Many manufacturers are securing thousands of dollars worth of publicity free every year by using EVERHOT Branding Outfits.

You can profit through this method, too, by branding your name, your product on every shipping case and carton.

EVERHOT outfits cost little and work fast.

Write for full information

EVERHOT
America's Brand Makers
EVERHOT
MANUFACTURING CO. MAYWOOD, ILLINOIS

621 S. TENTH AVE.

"Kimpak Only FOR PACKING"

says Billy B. Van

"Could hardly get along
without it"

PINE TREE PRODUCTS CO.
Billy B. Van, Pres.

"We are pleased to advise you that KIMPAK is working out very well in our business. In fact, we could hardly get along without it. You certainly have a great product."

"We have been using KIMPAK for the past six months in our Packing Department and we have entirely eliminated breakage in our shipments of Pine Tree Products in glass containers."

"I thank you for your service, and may I wish you success and the Sunshine of Life."

Send Now for Your
Free Sample Roll of

Kimpak

REG. U.S. PAT. OFF. REG. IN CANADA

Crepe Wadding

Formerly Cellupacking

"Softest, Safest Packing Known"

The perfect packing for any material. Practically eliminates breakage and leakage. Easier to handle. A quality packing material for quality products. Yet cheaper than ordinary packing. Its users are its best advertising.

USE COUPON FOR YOUR FREE SAMPLE

KIMBERLY-CLARK CO., Mfrs., Neenah, Wis.

Address nearest Sales Office—208 S. LaSalle St., Chicago
51 Chambers St., New York

Gentlemen:—

We accept your offer to send sample of KIMPAK Crepe Wadding to test out under actual conditions.

Name

Address

By

We are interested in ☐ Rolls ☐ Sheets ☐ Pads

M.P.-1

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Can your package meet the "Best" people ?

A GREAT many advertisers picture their products as being used by the "best" people — even though their sales are chiefly to the masses. The idea, of course, is that "mass follows the lead of class".

When it comes to the *package* in which a product is sold, the same principle holds. A well-groomed package, so neat and attractive in appearance that it finds a welcome in the best homes, will also win the preference of the masses.

Modern wrapping machinery gives you this advantage at no greater cost. In fact, an improvement in wrapping is almost always accompanied by a saving.

For example, if your product is now being sold in a pasteboard carton, you will find that a printed wrapper will add greatly to its neatness and attractiveness. The wrapper permits much finer printing than the carton does, and has a certain smoothness of appearance

that makes it decidedly more acceptable. And the cost is usually less than for printed card-board containers.

Or you may find that the use of a Glassine or Cellophane wrapper would not only give your product better protection, but would also create a definite impression of quality which expresses the utmost care.

Improvements such as these can be made without fear of losing any of the good-will your package now enjoys, for none of its familiar features need be changed.

Alert manufacturers are constantly taking advantage of better wrapping methods — to increase their sales and lower their costs. It may pay you, too, to take a new look at your package, with a view to seeing if its appearance can be improved, or your costs lowered. Feel as free to call upon us for assistance as if you were an old customer. Write to our nearest office.

PACKAGE MACHINERY COMPANY
Springfield, Massachusetts

NEW YORK: 30 Church Street

CHICAGO: 111 W. Washington Street



This Display is Selling Goods

The success of a Window Display lies in its power to sell goods. Based on proven advertising principles and broad merchandising experience, it will produce immediate results.

Our services are offered to National Advertisers seeking Window and Store Displays possessing these qualities. We are equipped to furnish this material from the creation of the idea to the finished display either for single units or complete campaigns.

A representative will gladly call that we may cooperate with you in the creation of "Advertising That Will Follow Through To Sales."

COLOR IN  ADVERTISING

FIG. U. S. PAT. OFF.

The Munro & Harford Company

OFFSET LITHOGRAPHY AND COLOR PRINTING

MASTER PRINTERS BUILDING

TENTH AVENUE AT 34th ST.

NEW YORK

